APRIL 18, 1949

PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

DETROIT PUBLIC LIBRY
TECHNOLOGY DEPT
PUTNAM DRIVE
DETROIT 8 MICH

PUBLIC LIBRARY
APR 1 1949
DETROIT

Alfred J. du Pont

AWARD

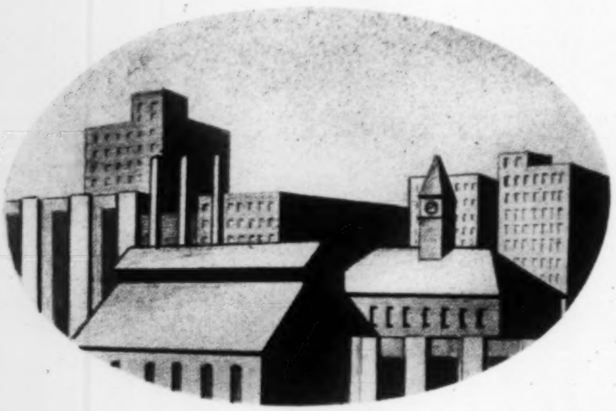
KLZ

"for outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom and for loyal and devoted service to the nation and the community..."

CBS in Denver KLZ

REPRESENTED BY THE KATZ AGENCY, INCORPORATED

5000 WATTS ON 560 KILOCYCLES



WORCESTER

A Test Market....
Tested and Opportune

Worcester and Central New England offer an effective test market, completely covered by both WTAG and WTAG-FM.

Study these Important Basic Factors!

Each one influences Test Market selections!

WTAG WORCESTER
580 KC 5000 Watts

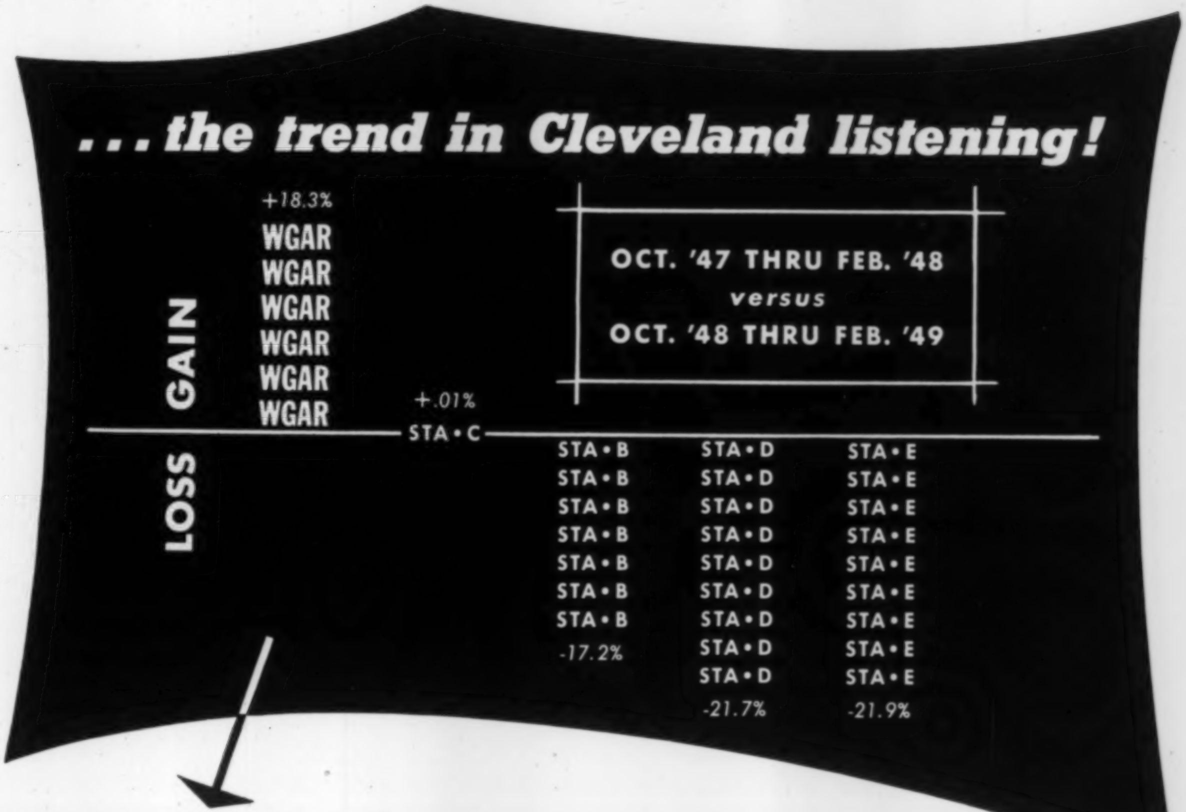
WTAG-FM

PAUL H. RAYMER CO. *National Sales Representatives.*
Affiliated with the Worcester Telegram — Gazette.

- 3rd largest New England City
- 17th ranking industrial area in the nation
- Over 100,000 different products
- Value of products $330,935,000 annually
- 67th county in nation in farm income $19,761,900
- 26th county in population in the nation — 552,900°
- 35th county in total income — E.B.I. $661,409,000°
- Average industrial wage (1st 11 months 1948) Worcester $57.10 (nation $52.83)
- Average food sales per Worcester family annually — $1,220 (52.2% above nation)°
- 82 new industries in Worcester since V-J Day
- Construction activity 1948 (10 months) 41% over 1947
- Bank debits 1948 (9 months) 12.7% over '47 (N.E. 7.9%)
- 147,800 families in a compact trading area with 54 cities and towns
- Served by three major railroads and over 50 major trucking companies
- 1500 retail grocery outlets
- 205 retail drug outlets
- Not dominated by chain stores

°*Copr. 1948, Sales Management Survey of Buying Power; further reproduction not licensed.*

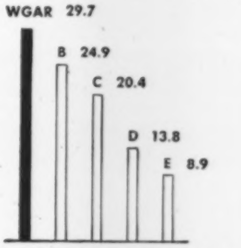
. . . the trend in Cleveland listening!



TWO STARTLING FACTS YOU SHOULD KNOW!

ONE . . . *In Cleveland, WGAR alone shows a significant increase in audience!* The above graph tells the story. Latest listener reports* of the 1948-49 Fall-Winter season compared with the same period in 1947-48 show that only one Cleveland station, WGAR, has gained listeners this season over last year!

TWO . . . *WGAR delivers more Cleveland listeners than any other station!* In the 1948-49 Fall-Winter reports*, WGAR has maintained first place in total rated time periods.



(*) Hooper Station Listening Index
Fall-Winter, Oct. '48 thru Feb. '49

That's why . . . for a real selling job in Northeastern Ohio . . . you need . . .

WGAR

50,000 WATTS • CLEVELAND

Represented Nationally by
EDWARD PETRY & COMPANY

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING at deadline

BROADCASTING
at deadline

Closed Circuit

IS DAN TOBIN's International Teamsters Union trying to muscle in on radio? Evidence of this reported in New York where drivers of mobile units for TV as well as radio from time to time are subjected to questioning as to union affiliation by Tobin organizers. This usually occurs as forerunner of organizing activity.

CHAIRMANSHIP of NAB's finance committee will pass from Clair R. McCollough, Steinman Stations head, to another NAB director. Mr. McCollough advised President Justin Miller in Chicago last week he did not want reappointment, presumably because he is out of sympathy with board action in loaning BMB another $75,000. His opposition was pegged largely on ground that only about 300 of NAB's nearly 2,000 members are subscribers to BMB.

PRIZE crack on NAB Convention programming from an old board member: "A transcribed rebroadcast of district meetings on red tape."

IF GROUCHO MARX show shifts from ABC to CBS it will have to be on split-network basis, to accommodate Elgin-American budget limitations. Reports from Hollywood are sponsor would shift if split network could be arranged. William S. Paley, CBS chairman, reported personally handling matter in hope of placing program in Wednesday night period preceding Bing Crosby next fall.

WAYNE COY, already laureled as most prolific speechmaker to hold radio's top slot, also vying for record as most traveled FCC chairman. In addition to planned trip to Paris next month as chairman of U. S. delegation to International Tel. & Tel. Conference, he's due to leave today (Monday) on quick trip to Puerto Rico at behest of Navy Dept. Mission: To resolve controversy over location of new communication center which would force removal of four AM stations to new sites.

BIGGEST transaction in RCA Victor annals for studio equipment for single station entity has been consummated with WOR-TV New York. Camera chains, control equipment and related gear ran more than $500,000.

MEXICANS talking again about using all six of their clear-channel stations with 500 kw. One already is notified for that power. All now are 100 kw and above. Once boosted, reductions seen unlikely. Co-channel interference to secondary stations in U. S. plus adjacent channel problem would result. Group rewriting NARBA may have to tackle since pact does not presently cover. U. S. 50 kw limit is invoked through FCC regulations.

Upcoming

April 18: New York Radio Station Managers Committee, Waldorf-Astoria, New York.

April 21: Government-Industry committee meeting on NARBA proposals, National Archives Bldg., Washington.

April 21: Peabody Awards presentation, Radio Executives Club meeting, New York.

April 23: IRE Cincinnati Section technical conference, Engineering Societies Bldg., Cincinnati.

(Other Upcomings, page 71)

Bulletins

SEN. ERNEST W. McFARLAND (D-Colo.) named Friday to head five-man Senate Interstate & Foreign Commerce subcommittee to investigate radio and telephone and telegraph communications. Others: Sens. Ed C. Johnson (D-Colo.), head of full committee, who made appointments; Charles W. Tobey (R-N. H.), Homer E. Capehart (R-Ind.), and Estes Kefauver (D-Tenn.). Plans not yet complete, but study expected to include FCC licensing practices, frequency needs and uses. All but Kefauver served on similar subcommittee last year. About $15,000 appropriated for this year's probe.

ENOCH NAMED TO HEAD BAB POLICY COMMITTEE

FOUR NAB board members to serve on Broadcast Advertising Bureau policy committee (see story page 23) named by NAB President Justin Miller. Fifth member to be chairman of Sales Managers Executive Committee. All NAB committees to be reconstituted in near future.

Board representatives on BAB policy group are Robert T. Enoch, KTOK Oklahoma City, chairman; Howard Lane, WJJD Chicago; G. Richard Shafto, WIS Columbia, S. C.; Frank U. Fletcher, WARL-FM Arlington, Va.

AP RADIO MEMBERSHIP: 940

ASSOCIATED PRESS had 940 U. S. radio members in 1948, Executive Director Kent Cooper said Friday in annual report. Newspaper members totaled 1,708, while radio stations, newspapers and other publications served throughout world numbered 4,274. Teamwork between AP staff and members has reached "a degree rarely if ever matched," he declared, adding that to strengthen these membership ties is AP's most important general undertaking.

HOWARD L. DAVIS, former publicity manager, RCA Exhibition Hall, New York, appointed manager. He replaces John L. Cros-

Business Briefl

TEE-OFF NAMES WITT ● Tee-off I (Golf-Eze men's slacks) appointed Lue Witt Advertising as its agency. Radio w be used in fall.

CAMERA CAMPAIGN ● Tynar Corp., L Angeles, preparing one-minute TV spots f initial three-month campaign to introduce ne camera starting June 1. Churchill-Wexle Los Angeles, is producing film. Agency, Dav S. Hillman, Los Angeles.

KTUL RENEWS WITH CBS

ANNOUNCEMENT was made Friday by Jo Esau, vice president and general manager KTUL Tulsa, that station had renewed i affiliation with CBS for a two-year perio which would terminate in June 1951.

JACKSON BOND SALES AIDE

CORNWELL JACKSON, vice president of Walter Thompson Co. and manager of JW Hollywood office, named special radio consul ant to advertising division of U. S. Treasu Dept. Savings Bond Division. Mr. Jackson Washington to consult on coordinated use radio to promote savings bonds and plans f May 15 network kickoff of six-week "Opport nity Drive." President Truman and Secreta of Treasury Snyder to participate. Gener advertising session of Treasury and all med representatives scheduled in Capital Tuesda

TWO JOIN NBC-TV

WKTV (TV) Utica, N. Y., to start operatio Sept. 1, becomes affiliated with NBC-TV, a has appointed Donald Cooke Inc., radio a television station representative. Affiliati of WSYR-TV Syracuse with NBC-TV also a nounced, bringing interconnected total to 1 with 39 video stations across the country. St tion to take air Sept. 1.

BAXTER JOINS ORR AGENCY

JOHN H. BAXTER, former manager of co department, C. J. La Roche, New York, a before that with BBDO, joins Robert W. Orr Assoc., New York, as vice president in char of creative production.

CROSLEY TV SET SALES UP

CROSLEY television set sales rose 55% first quarter over 1948 first quarter, Raymo C. Cosgrove, Avco executive vice presiden told annual stockholders' meeting. He sa with cathode-ray tube shortage licked, Crosle hoped to attain 20,000 monthly output by Jun

DURKEE QUITS SWANEY POST

A Mighty Moving Road....

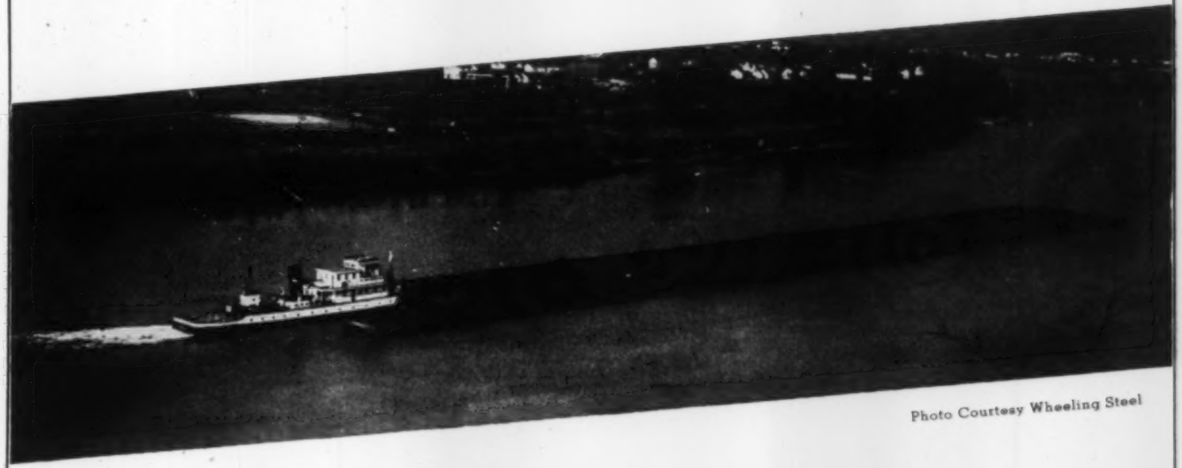


Photo Courtesy Wheeling Steel

Serving A Mighty Market!

For 981 miles through the heart of WWVA-land, the Ohio river threads its way . . . a mighty moving road that carried on its broad surface 41,396,738 tons of cargo in 1947. Adjacent to its banks are mines that produce more than half the nation's coal; its flood-silt has made its lowlands fertile for agriculture; it has stimulated the birth of a thriving chemical industry; and at night its rippling waters reflect the orange-red glow of some of America's greatest steel mills.

Here, in this great Ohio river valley, is the Ruhr of America . . . with progressive, prosperous people who make it an area rich in sales opportunities for alert advertisers. The 50,000-watt voice of WWVA serves it well.

An EDWARD PETRY Man Has the Details!

A FORT INDUSTRY STATION

WWVA

50,000 WATTS · · CBS · · WHEELING, W. VA.

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

National Sales Headquarters: 527 Lexington Ave., New York City

First in Indiana

ANY WAY YOU LOOK AT IT!

- First Station in Indiana—WFBM is now celebrating its 25th anniversary.
- First in Hooper (WFBM has been consistently first in Hooper ratings *before* Bergen, Benny, Skelton, Crosby, and many others switched to CBS.)
- First in Merchandising and promotion—WFBM makes store to store calls 50 weeks out of the year, uses aggressive promotion on the air—takes space in programs for sporting events, appears on theatre playbills, originates consistent newspaper and point of sale display.
- First in Television. In June WFBM will be the first station in Indiana to provide video to central Indiana set owners.
- First in a number one market. WFBM has 1½ million in range of its AM and TV signal.

In planning future advertising in this first market, remember you can now get eyes as well as ears by giving first consideration to WFBM, Indiana's first station.

First IN INDIANA ANY WAY YOU JUDGE!

WFBM INDIANAPOLIS

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

Associated with: WFDF *Flint* — WOOD *Grand Rapids* — WEOA *Evansville*

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and
Circulation Offices: 870 National Press Bldg.
Washington 4, D. C. Telephone ME 1022

IN THIS ISSUE . . .

CHICAGO NAB CONVENTION COVERAGE ....Special Index on page 25
U. S. Rejects IHF Plan 28
House Passes FCC Budget 32
FCC Hearing Calendar 32
TV Seen as Aid to Movies 34
Radio Is Doomed—Aylesworth 35
WBKB(TV) Affiliates With CBS 38
FCC Grants Two FM 71
Stockholders Report on ABC 73
Radio Role in D. C. News Strike 67
Coy Warns Pay Raise Vital 80
Walter Claims FM Abuse 82
Transitcasting Names Taft, Thomas 90
Cuban Frequency Raid Possible 93

DEPARTMENTS

Agencies 10
Allied Arts 90
Commercial 58
Editorial 54
FCC Actions 63
Feature of Week 20
Management 56
Network Accounts 61
New Business 14
News 60
On All Accounts 20
Open Mike 16
Our Respects to 54
Production 92
Programs 83
Promotion 88
Technical 94
Telestatus 36
Upcoming 71

FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ART KING, *Managing Editor*

J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor;* Robert B. Luce, *Research Editor;* Tyler Nourse, *Copy Editor.* STAFF: Lawrence Christopher, Phyllis Engelman, Jo Hailey, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Yvonne Caldwell, Nancy Diehl, Grace Hargrove, Mary Madden, Wilson D. McCarthy; Eleanor J. Brumbaugh, *Secretary to the Publisher.*

BUSINESS

MAURY LONG, *Business Manager*

Winfield R. Levi *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Virginia Dooley, B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston.

SPECIAL PUBLICATIONS

BERNARD PLATT, *Director*

Estelle Markowitz.

CIRCULATIONS AND READERS' SERVICE

JOHN P. COSGROVE, *Manager*

Lillian Oliver, Warren Sheets, Elaine Haskell, Edward V. Duggan, Carolyn Sheets, Chapalier Hodgson.

NEW YORK BUREAU

250 Park Ave., Zone 17, *PL*aza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director;* Marjorie Dorrance.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, *CE*ntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU

Taft Building Hollywood and Vine, Zone 28.
*HE*mpstead 8181

David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO

417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

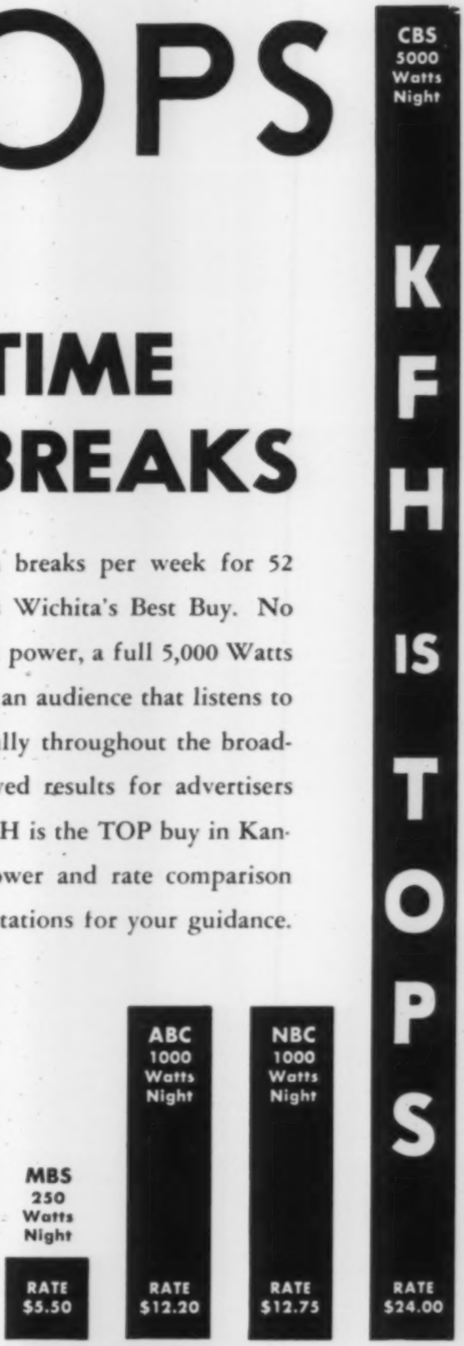
Copyright 1949 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

KFH IS TOPS

NIGHT TIME STATION BREAKS

3 Class A station breaks per week for 52 weeks on KFH is Wichita's Best Buy. No two-way stretch in power, a full 5,000 Watts day and NIGHT, an audience that listens to the station faithfully throughout the broadcast day and proved results for advertisers . . that's why KFH is the TOP buy in Kansas. Here is a power and rate comparison of all 4 Wichita stations for your guidance.



HOOPER STATION LISTENING INDEX

City: Wichita, Kansas — City Zone

Months: Jan.-Feb., 1949

SHARE OF AUDIENCE

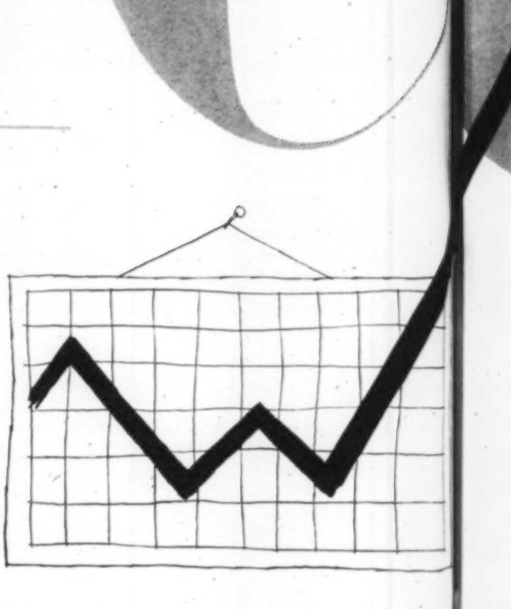
TIME	STATION D	STATION C	STATION B	**KFH KFH-FM**
Evening Sun. thru Sat. 6:00 p.m.-10:30 p.m	10.9	18.4	30.6	**36.6**

5000 Watts - ALL the time KFH CBS

WICHITA, KANSAS

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

What's the big ide



SURE . . . Columbia Pacific has near-saturation coverage on the Coast. But it takes more than coverage to make a successful network. It takes *big ideas* to get *big results.* And Columbia Pacific is the big IDEA network.

Here's an example. Take three great mystery shows: ROCKY JORDAN, SAM SPADE, THE WHISTLER. Add a fourth idea: pyramid these shows one on top of the other for a solid hour-and-a-half of scalp-tingling mystery fare.

And you get *big* results — *as the high-climbing ratings* of these programs prove!*

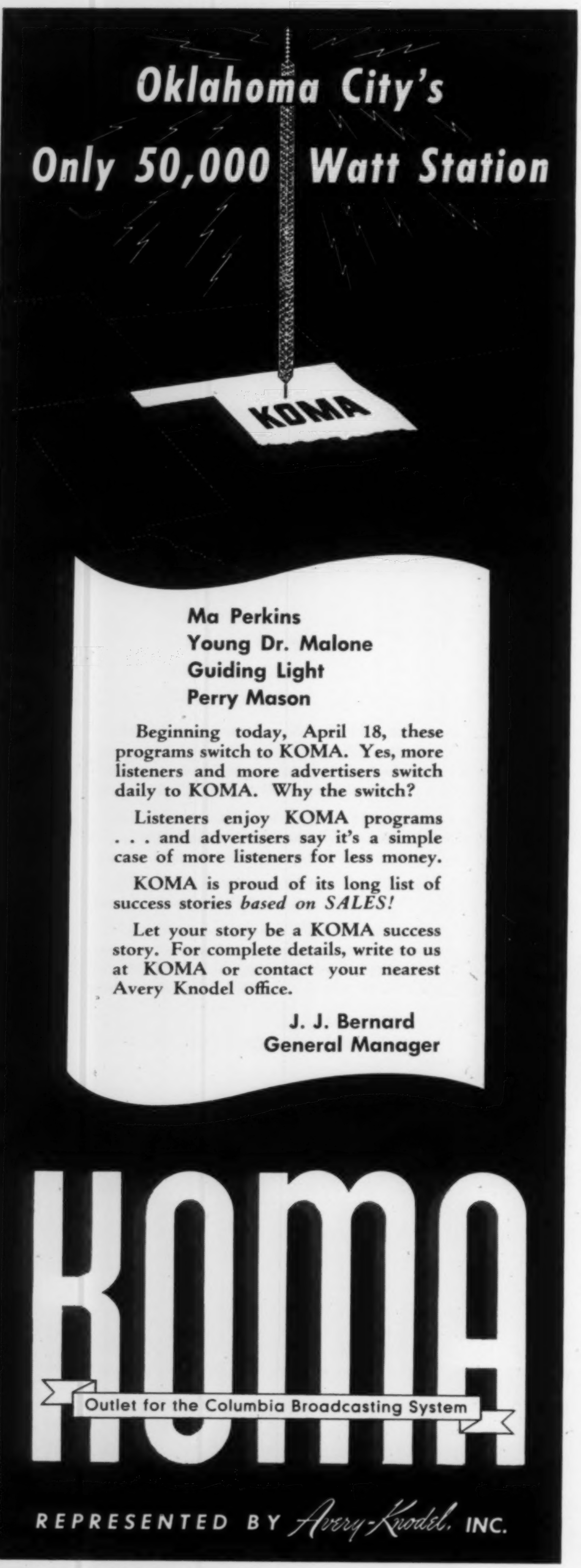
Yes . . . big ideas make the big difference between the Columbia Pacific Network and all other Coast regional networks. Ideas in programs, programming, merchandising, promotion. There's a big idea waiting to bring *you* big business. May we — or Radio Sales — come in and tell you about it?

**Pacific Coast NRI, December, 1948*

Columbia Pacific

— the *idea* network

Represented by
RADIO SALES.


Oklahoma City's Only 50,000 Watt Station

Ma Perkins
Young Dr. Malone
Guiding Light
Perry Mason

Beginning today, April 18, these programs switch to KOMA. Yes, more listeners and more advertisers switch daily to KOMA. Why the switch?

Listeners enjoy KOMA programs . . . and advertisers say it's a simple case of more listeners for less money.

KOMA is proud of its long list of success stories *based on SALES!*

Let your story be a KOMA success story. For complete details, write to us at KOMA or contact your nearest Avery Knodel office.

J. J. Bernard
General Manager

KOMA

Outlet for the Columbia Broadcasting System

REPRESENTED BY Avery-Knodel, INC.

Agencies

JOE GANS, former director of radio for Raymond Adv., Newark, name vice president in charge of radio and television, Thwing & Altman Inc New York.

JACK WYATT, director of radio and television for Cecil & Presbry, New York, resigns to join Grey Adv. Agency, New York, as account executiv He will supervise radio and television activities of Ronson Art Metal Work Inc. (lighters) account.

WILFRED GUENTHER, formerly with WQAM Miami, Fla., in sales and sale promotion, appointed director of radio and television for Haehnle Adv Cincinnati. Prior to joining WQAM, Mr. Guenther was with WLW Cincinnati for ten years.

Mr. Guenther

NELSON SCHRADER joins Grey Adv. Inc., New York, as executive director of radio and television, replacing **RICHARD MARVIN.**

ALAN LAWRENCE RACHLEFF, formerly of Jasper, Lynch & Field, New York, elected a vice president of Gordon & Mottern, New York.

FRANCES D. HARRIS appointed head of talent section of radio and television department, McCann-Erickson, New York. She has been with the agency for five years as a radio producer.

FLORENCE M. HOAGLAND, secretary of Fred Gardner Co., New Yor appointed media director.

MARTIN ABRAMSON, former feature writer with the late *New York Sta* joins Young & Rubicam, New York, as researcher on *We the People* staff.

MARJORIE LOVINGER joins Rocklin Irving & Assoc., Chicago, as specialt radio copywriter.

MONTY MANN, active in advertising in Southwest for more than 20 year joins Glenn Adv. Inc. as vice president in charge of agency's Dallas offic effective May 15. Mr. Mann was formerly with Tracy Locke Co., Dallas, as vice president and media director.

Mr. Mann

FRED BISHOP, copywriter in Toronto office of J. Walte Thompson Co. for the past 5½ years, transferred to agency New York office.

ROBERT L. NOURSE Jr. joins W. Earl Bothwell Inc., Ho lywood, as Pacific Coast manager. He was formerly Pacif Coast manager of Roy S. Durstine Inc., and before tha with Dorland Inc., same city.

MARTIN R. KLITTEN Co., Los Angeles, elected member American Assn. of Advertising Agencies.

FRANK DAVIES, former media director of Hazard Adv., joins media depar ment of Morse International Inc., New York.

DEE RUSSELL, formerly advertising manager of S & C Motors, San Fra cisco, joins Garfield & Guild, same city, as creative writer.

ISABEL HENDRICKS, formerly publicity director, Western Growers Assn. Los Angeles, joins copy department of Mogge Privett Inc., same city.

J. L. SIMONS, formerly account executive with Simons-Michelson, Detroit joins Robins, Newton & Chapman, Los Angeles, in same capacity.

JOHN R. CHRISTIE, formerly vice president heading business developmen at Buchanan & Co., Los Angeles, joins Dan B. Miner Co., that city, as ac count executive.

WILLIAM STERLING of Young & Rubicam Hollywood television depar ment, is the father of a girl, Tina.

AGENCIES moving offices to new locations: Los Angeles—**Block Adv.** to 448 S. Hill St.; Hollywood—**Biow Co.**, April 28 to 1608 N. Argyle, phone Hempstead 2377; San Francisco—**Jim Nutter & Assoc.** to Flood Bldg., phone Yukon 6-4488; **Calvin D. Wood Adv.** to 607 Market St., phone, Exbrook 2-4260

Mr. T. V. Advertiser:

In ST. LOUIS, America's 9th largest market, you can reach the ENTIRE Television Audience with just ONE station . . .

KSD-TV

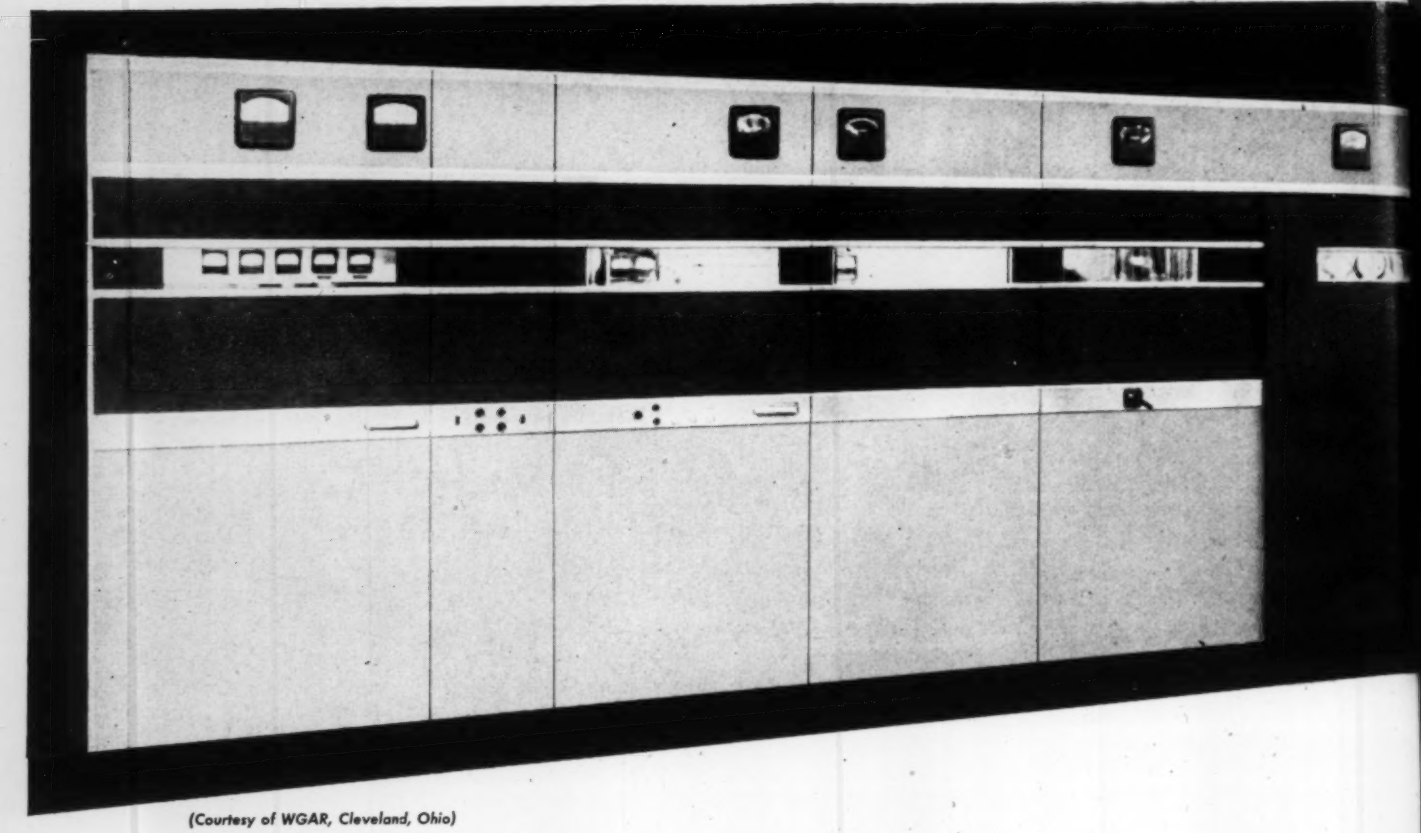
. . . affiliate of the NBC Television Network; working agreements with CBS, ABC and Dumont.

For SPOT availabilities, phone or write KSD-TV, St. Louis, or FREE & PETERS' nearest office.

●

KSD · KSD-FM · KSD-TV

The St. Louis Post-Dispatch Stations



(Courtesy of WGAR, Cleveland, Ohio)

Replace your old AM transmitte

with RCA's new 50 kw..

The revolutionary, new power trio RCA-5671. This tube takes about on third the filament power of conventiona triodes used in the older transmitter It reduces hum modulation below FC requirements—*even without r-f feedbac*

The two 5671's in the r-f power ampl fier and the two in the class B modulato of this 50-kw transmitter save up t *$1200 yearly in filament power alone.*

The finest transmitter ever built . . . the RCA type BTA-50F1. It takes less than 100 kilowatts of power to run it. The supervisory control console is standard equipment!

Today more than 50 RCA "Fifties" have been shipped!

and write off its cost in power savings alone!

It's a fact—as one high-power broadcaster recently discovered to his complete satisfaction. Now, he has replaced his old transmitter with an RCA "fifty" *—and it's paying its way.*

HERE'S WHY.

Using revolutionary new RCA-5671 power triodes that take about one-third the filament power of conventional types, this RCA "fifty" saves up to $1.75 an hour in power savings over former transmitters—*$12,000 a year, based on daily operation at 19 hours a day!*

Many other new design features, too, that add to this $12,000 savings.

For example, only 29 tubes and 11 different tube types—less than half the number used in many present 50 kw's. True walk-in accessibility that assures faster maintenance—and lowers maintenance costs. Ultra-conservative operation of tubes and components—with less chance for outages.

Here is a 50-kw AM transmitter that does away entirely with oil circuit breakers—assures faster circuit protection. Because the BTA-50F1 operates from a 460-volt supply. Control and protection circuits are the most complete of any transmitter designed to date. And its true unified front (an integral part separate from compartment enclosures) facilitates flush-mounting—gives your transmitter room a new, handsome appearance.

Write for the new 28-page brochure about the BTA-50F1. It gives you complete details—including circuits, specifications, floor plans, and full-page pictures showing the remarkable accessibility of this great transmitter.

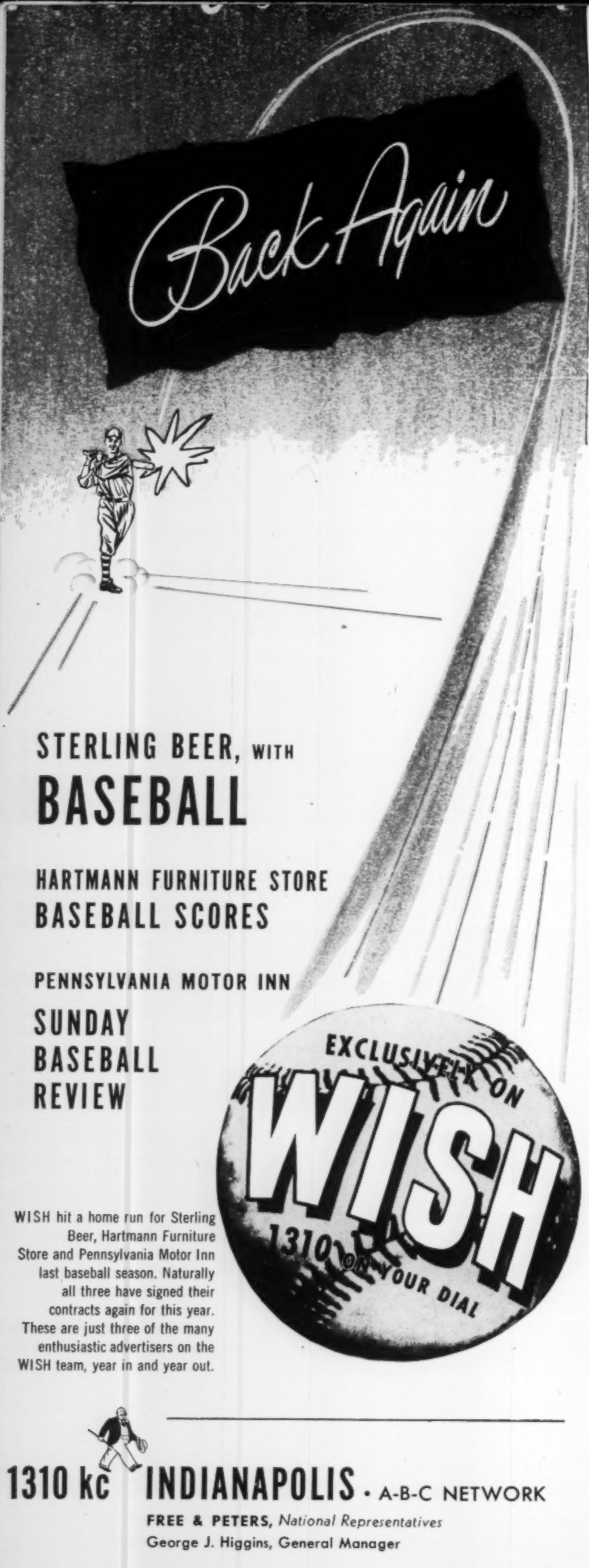
Dept. 19DC, RCA Engineering Products, Camden, New Jersey.

BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal



STERLING BEER, WITH
BASEBALL

HARTMANN FURNITURE STORE
BASEBALL SCORES

PENNSYLVANIA MOTOR INN
SUNDAY
BASEBALL
REVIEW

WISH hit a home run for Sterling Beer, Hartmann Furniture Store and Pennsylvania Motor Inn last baseball season. Naturally all three have signed their contracts again for this year. These are just three of the many enthusiastic advertisers on the WISH team, year in and year out.

1310 kc INDIANAPOLIS • A-B-C NETWORK

FREE & PETERS, *National Representatives*
George J. Higgins, General Manager

New Business

SAFEWAY STORES, San Francisco (Lucerne Milk), today (April 18) start 52-week sponsorship of second quarter-hour of *Music in the Zeke Manner* on as yet undetermined number of ABC Pacific stations, Mon.-Fri. (7:45- a.m., PST). Agency: J. Walter Thompson Co., San Francisco.

GOLD MEDAL CANDY Co. purchased *More Magic* on WNBT (TV) New York Sundays, 11:30-11:45 a.m., effective April 10 for 13 weeks. Show, featuring magic tricks for children, was bought through Doherty Adv. Agency, New York.

CALIFORNIA SPORTS TRAVEL & BOAT SHOWS Inc. appoints Botsford Constantine & Gardner, San Francisco, for spot campaign to promote its tw Bay Area shows this month—in Oakland April 9-17, in San Francisco April 22-May 1. Total of 205 radio spots will be placed in area.

PHILLIPS PACKING Co., Cambridge, Md., for Phillips Delicious Soups, sponsoring *Wax Wackies* on WXYZ-TV Detroit, Fridays, 7:30-8 p.m. EST. Agency: Aitkin-Kynett, Philadelphia.

THE GOODALL Co., Cincinnati (Palm Beach, Springweave and Sunfrost suit and slacks), sponsoring weekly, five minute telecasts, *How to Improve Your Golf*, with Harold McSpaden for 13 weeks on 19 TV stations in as many cities. Agency: Ruthrauff & Ryan, Chicago.

TAYLOR-REED Co., Glenbrook, Conn. (Cocoa Marsh chocolate syrup), sponsoring *Puppet Varieties*, Sundays, 11:45-11:50 a.m., on WNBT (TV) New York Agency: St. George & Keyes, New York.

PETER HAND BREWING Co., Chicago, for Meister Brau Beer, sponsoring half of Chicago Cubs and White Sox baseball telecasts on alternate game basis on WGN-TV Chicago, through BBDO. Pre-game *Player of the Day* telecasts backed by **NEWART CLOTHING Co.,** through William Futterman Agency, both Chicago, also on an alternate schedule. **WALGREEN Co.** through Schwimmer & Scott, both Chicago, contracts for post-game *Extra Inning* after each home game. All contracts went into effect April 15.

CASE'S TANGY PORK ROLL Inc., Trenton, N. J., appoints Weightman Inc. Philadelphia, to handle advertising. Television and radio are to be used **JACK RENSEL** is account executive.

DURO FURNITURE Mfg. Co., Los Angeles, expands its radio schedule with quarter hour weekly recorded programs on five additional Los Angeles area stations. Stations are: KMPC KFVD KFAC KRKD Los Angeles; KIEV Glendale. Contracts for 13 weeks. Firm currently running weekly programs on KLAC KFWB Los Angeles; KFOX Long Beach; KOWL Santa Monica Agency: Raymond Keane Adv., Los Angeles.

ACME BREWING Co., San Francisco, sponsoring two weekly one-minute combination animated cartoon and live action film spots on KTSL (TV) and KFI-TV Los Angeles, with possible expansion later to other Los Angeles area and San Francisco stations. Contracts for 13 weeks. Agency: Brisacher, Wheeler & Staff, Los Angeles.

WARD LABORATORIES Inc., New York, appoint Frederick-Clinton Co. New York, to handle radio advertising.

KELLY KAR Co., Los Angeles (dealer), April 10 started six weekly spot announcement campaign totaling 250 spots weekly on seven Los Angeles area stations—KLAC KMPC KFWB KFVD KGFJ KRKD Los Angeles; KXLA Pasadena. Contracts for 52 weeks. Agency: Tullis-Victor Co., Los Angeles.

WILCO Co., Los Angeles (Bif insect spray), April 15 expanded spot schedule to five spot announcements daily on KEPO El Paso for 13 weeks. April 1 firm started, for other Wilco household products, 13 week series of five spots daily three times a week on seven Intermountain Network stations—KALL Salt Lake City; KLO Ogden; KOVO Provo; all Utah; KEYY Pocatello; KID Idaho Falls; KVMV Twin Falls; KFXD Nampa-Boise, Idaho. Agency: Elwood J. Robinson Adv., Los Angeles.

ARDEN FARMS, Los Angeles (Flavor-Fresh Cottage Cheese), April 8 started three week test spot campaign on ten Los Angeles area stations. Spots running six weekly on following stations: KFI KNX KECA KHJ KLAC KMPC KFWB KFVD Los Angeles; KIEV Glendale; KXLA Pasadena. Agency: Allied Adv., Los Angeles.

(Continued on page 61)

"LOOKIT WHAT MR. HOOPER SAYS ABOUT WDAY, ELMIREY!"

Excuse us for getting excited, but we just received our December-January Hooper—and it gives WDAY a *67.5% Share of Audience* (total rated periods) *against 13.1% for Station B.* This is an increase of 3.7% over our Conlan-credited 63.8% of last May—despite the opening of 3 new studios here during the year! Thus, WDAY now has *five times* as many Fargo-Moorhead listeners as any other station—*twice* as many as all other stations combined!

WDAY'S popularity *throughout* the rich Red River Valley is just as impressive. BMB figures, mail-pull statistics, paid subscriptions to our station newspaper —*all* prove amazing *rural* coverage, as well!

Yes, urban *and* rural, WDAY continues to be your best bet in the wealthy Red River Valley. And toothpicks or tractors, us hayseeds in the Valley have the dough to buy doggone nearly anything we want! Ask us or Free & Peters for *any* proof you'd like to see!

HERE ARE THE FIGGERS!

	WDAY	"B"	"C"	"D"
WEEKDAY MORNINGS	67.4	16.6	7.4	4.6
WEEKDAY AFTERNOONS	70.2	9.9	11.6	3.1
EVENINGS (SUN. THRU SAT.)	68.9	13.5	9.7	5.9

WDAY

FARGO, N. D.

NBC • 970 KILOCYCLES • 5000 WATTS

FREE & PETERS, INC.,
Exclusive National Representatives

GOT A BROAD OUTLOOK ON NARROWS (Ky.)?

No matter how hard you work, your merchandising opportunities in Narrows (Ky.) will always be mighty slender. Our State's little towns just don't have enough of what it takes to make a broad sales potential . . .

In and around Louisville, it's different! The fat, plumpy goodness of our Louisville Trading Area is enough to make any sales manager's mouth water . . . Not only is this the *one truly metropolitan market* in Kentucky, but folks living here also have a *45% higher* Effective Buying Income than people in the rest of the State.

Wanna ride high, wide and handsome in Kentucky? WAVE's waiting — right in the thick of things!

LOUISVILLE'S
WAVE
5000 WATTS . 970 KC
NBC AFFILIATE
FREE & PETERS, INC.,
NATIONAL REPRESENTATIVES

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Charges for Requests

EDITOR, BROADCASTING:

. . . Recently it came to my attention that an announcer on a certain Spanish language radio program was requesting his listeners to send in requests for dedications, but affixing a condition that there would be a charge of 10¢ for a single dedication, or $1.00 for the entire program. Upon making investigation I found this somewhat of a common practice in Southern California, carried on without the knowledge of management. In one instance I found that the announcer was carrying an advertisement in a Spanish newspaper stating in substance what I have noted above.

I believe that this practice should be called to the attention of station management in general, so that each may make his own investigation. Incidently, a very interesting question is raised, as to whether or not a dedication made under such circumstances, i.e., for pay, becomes a commercial announcement, which would be required to be logged as an "S.A."

William H. Haupt
President-Station Manager
KVVC Ventura, Calif.

* * *

ET Plan Scored

EDITOR, BROADCASTING:

The writer is in complete agreement with Charles Michelson and other transcription producers and distributors as to the impracticality of the NAB outright sale proposal. On the basis of our own experience, such a plan would increase the cost of transcribed programs to the station or sponsor by at least 50% and would reduce by as much the ability of listeners to enjoy through successive years over different outlets in a given center undated programs which are as good one year as the next, or vice versa.

This company is engaged primarily in the production of Bible drama. Parts of the Bible are at least four thousand years old. . . . A good Christmas play is no older this year that it was ten years ago. . . . If the NAB program went through, Los Angeles, which first heard our Bible dramas in 1933, over KFI, might never have heard them again, if KFI did not feel it advisable to repeat the series.

From a purely material point of view, of equal interest would be the effect of the NAB plan on transcription quality and cost. In the case of our Bible dramas, even though we got good prices and worked with our players on a royalty basis, it took ten years to cover our nut, and it might have taken 15, had we been compelled to sell the show outright to only one station in each broadcasting center.

Under the present lease plan, when stations are considerate in the use and the prompt return of pressings, the same set of platters may serve seven or more stations, without impairment of quality. This means that the producer's pressing cost is only 14½% (approx.) of what it would be under the NAB plan.

Finally, any transcription producer will agree, I am sure, with the writer that it is hard enough even now to get equitable prices from a majority of the stations. Almost always the station says it would like to pay more, but the sponsor will not stand for it, and I believe this is correct, for at least 50% of our sales are direct to clients, and we know how tough the sales resistance is.

The Transcription Division of NAB has done some very fine work for producers and stations in the transcription field. It might be in order to ask whether this division was consulted before the NAB program was promulgated.

G. L. Price
George Logan Price Inc.
Los Angeles, Calif.

* * *

Radio Should Sound Off

EDITOR, BROADCASTING:

Congratulations to Mr. Malcolm Greep of Owensboro, Ky., for his letter in the issue of March 28th. In my opinion his voice is prophetic of a revulsion which must eventually be experienced by the industry.

We seem reluctant to admit it, but radio has come of age, and the medium is here to stay. Despite our obsequity to the press, we exist because we can sell more merchandise to more people and at less cost per person than can be sold by any other medium. While we contentedly scramble for the crumbs of the feast being shared by other media, many advertisers actually have more confidence in us than we have in ourselves. We get equal shares of many budgets; major portions of others.

We grow and develop not because of the tolerance of the press, but in spite of its sniping. We grow and develop because on so

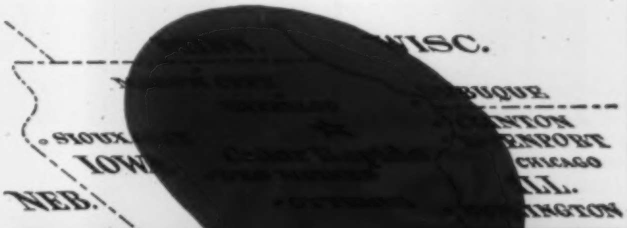
(Continued on page 18)

CBS STARS ARE ALWAYS SHINING OVER *EASTERN IOWA* VIA **WMT**

Ozzie & Harriet Adventure Again in Eastern Iowa on WMT

She said no to a talent scout and yes to the ex-youngest Eagle Scout in New Jersey . . . and they made sweet music together. "The Adventures of Ozzie and Harriet" began a long time before their CBS show of the same name. Ozzie Nelson discarded top billing as a band leader, with Harriet (Mrs. N) as featured vocalist, to write and act in the outstanding domestic comedy series based upon episodes in the lives of the Nelsons and their two sons.

"The Adventures" is one more of the CBS shows that WMT brings exclusively to Eastern Iowa. With big-time network shows, a complete News Center, and special events of great regional interest, WMT has "the ears" of one of the world's most prosperous farm-and-industrial markets. Ask the Katz man to show you how WMT advertising pays off in sales.



WMT

600 KC., 5000 WATTS **CEDAR RAPIDS** DAY AND NIGHT

Basic Columbia Network

The Patroon* of the week

ED TRIZIL

Media Director
GORDON BEST CO., INC.
Chicago

Truly a veteran, Ed started in the agency business with Stack-Gobel when he was only fourteen years old. He has been associated with Best for over ten years. Ed was welcomed into the Patroons today by the William G. Rambeau rep who presented him with a membership scroll and the deed to a tract of land in the heart of Patroonland.

**PATROON Aristocratic Landholder of the Hudson Valley*

The Fact of the week

WPTR is tops in promotion because WPTR spends more for promotion. No other station in the Capital District offers such a combination of bus cards, billboards, newspaper space, counter cards, courtesy announcements and dealer contacts.

SOON
50,000 Watts
Night and Day

Represented by RAMBEAU

WPTR
ALBANY—SCHENECTADY—TROY

PATROON BROADCASTING CO., ALBANY, N. Y.

Open Mike

(Continued from page 16)

many occasions we have outperformed them in advertising results, news coverage, entertainment, public service, and everything else but salesmanship.

It's time we stopped apologizing and started doing a little boasting. It's time we started standing on our feet, and stopped trying to ride on the coat-tails of our biggest competitor. Does any other business let a competitor own some of its best properties, represent it in national and local sales, and influence its policies?

In my opinion, the industry would be well advised to campaign for a stop to newspaper affiliations and a ban on representation by newspaper reps.

Joseph R. Fife
WPTR Albany, N. Y.

* * *

Wrong Warners

EDITOR, BROADCASTING:

We note that on page 52 of your March 14th issue . . . the following statement was made in error:

"Meanwhile, KWBR-FM San Francisco, owned by Stafford W. and Eugene N. Warner and identified in ownership with Warner Bros. movie interests, was granted a license. . . ."

. . . Stafford W. Warner and Eugene N. Warner, doing business as Warner Brothers and operating Radio Station KWBR in Oakland and KWBR-FM in San Francisco, have absolutely no connection with Warner Brothers Pictures Inc. of Hollywood.

F. Wellington Morse
Station Manager
KWBR Oakland, Calif.

* * *

'Children's' Program

EDITOR, BROADCASTING:

. . . In your March 14th issue, a report is given on the Western Radio Conference, and I wish to protest the statement attributed to me as follows:

> "Mrs. Logan charged, and was politely corrected on her facts, that a year ago the networks carried an average of ten sustaining educational programs each. Today, she said, NBC, for example, carries but one."

You also add: "Mr. Speegle pointed out, for the record, that NBC still carries an average of ten such programs."

I would like to quote you that part of my talk which referred to children's programs—not "educational" programs.

> "How about the programs designed especially for children. How much TIME is devoted to children's radio programs and what KIND of programs are they? Recently Tenth District Parent Teacher Association made a survey of the Los Angeles stations to find out how many hours are given to children's radio programs—and I presume the results we obtained are typical of other communities. We surveyed the eleven stations right in Los Angeles. We found that only .9 of 1% of the time was devoted to programs recommended by our Radio Listening Committee. We also found that over 1% of the total broadcast hours are devoted to programs which are not approved by our committee. In other words, less than 2% of the total time was devoted to children's programs altho children comprise 16% of the population in the Los Angeles area. We were even more dismayed when we looked at the record of the networks. In *1933* CBS had four sustaining programs for children—besides the wonderful public service programs—*American School of the Air*. Quite ironic—the timing of the fashion change at CBS. *School of the Air* become 'outmoded' at about the same time they acquired their new look with Jack Benny and other comedy shows. Yes, in 1933, CBS had four sustaining programs, NBC had ten, and Mutual fourteen. Now CBS has none—not even the *School of the Air*—Mutual has none—it's even dropped that outstanding program for children—*Adventure Parade*—yes, despite pleas from thousands and thousands of parents and children, and NBC has, I believe, one. Programming for children is a necessary public service. Children are part of our public, the most important part, from 16 to 22% of our public. Why is it that they are not included in the 'public interest' in which broadcasters pledge to serve?"

In the discussion period, Mr. William Minette, director of public affairs and education, KNBC [San Francisco], took exception to my remark that NBC had one sustaining program for children, and referred me to such programs as *One Man's Family*, etc. I pointed out to him that we did not consider such programs especially designed for children. He then referred me to *Dr. I. Q. Jr.* and *Lassie*, and I answered that I was talking about sustaining programs. I might have added that if we had more programs like *Dr. I. Q. Jr.*, *Lassie*, *Standard School Broadcast* and other fine commercial programs for children, we would not be so concerned. . . .

Mrs. Z. W. Logan
Radio Chairman
Los Angeles Tenth District
Calif. Congress of Parents & Teachers Inc.
Los Angeles.

* * *

'Top of the Heap'

EDITOR, BROADCASTING:

In Mutual's southern office, BROADCASTING always receives top priority in the Monday morning mail. It is on the top of our heap just as it is on the top of the heap of trade publications.

I often wonder if you and your associates ever realize just how important BROADCASTING is for those of us "out in the field." It is the *one* publication of *accurate* information available to *everybody* at the same early date—first thing Monday morning.

I'll bet you reach almost as many stations as Mutual does?

Charles Godwin
Manager, MBS
Atlanta, Ga.

* * *

'Valuable Addition'

EDITOR, BROADCASTING:

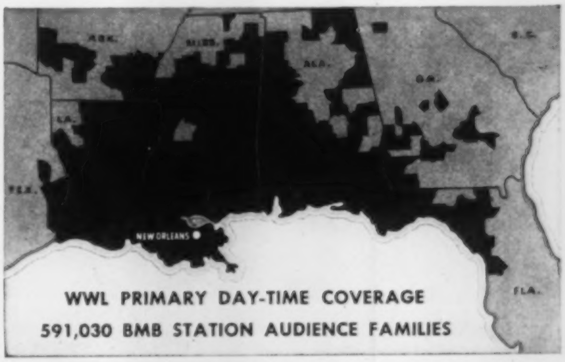
. . . Your "Business of Broadcasting" series is a valuable addition to an already indispensable magazine. . . .

Raymond E. Guth
Research Director
WOC Davenport, Iowa

3 Beauties of the Deep South

1. STUART PRESCOT HOUSE in Baton Rouge, Louisiana. This mansion, over 100 years old, has always been owned by the Prescot family. During the Civil War it was used as a hospital by the Union Army.

2. SUGAR CANE HARVEST at Poplar Grove Plantation, near Baton Rouge. Louisiana's 1948 sugar cane crop — 5,256,644 tons — represented 85% of the cane grown in this country for the production of sugar. Another valid reason why WWL-land is above the national average for increased income, increased buying power and general prosperity.



WWL PRIMARY DAY-TIME COVERAGE
591,030 BMB STATION AUDIENCE FAMILIES

3. WWL'S COVERAGE OF THE DEEP SOUTH 50,000 watts—high-power, affording advertisers low-cost dominance of this new-rich market.

Note: Coverage mapped by Broadcast Measurement Bureau. Some scattered counties, covered by WWL, are not shown.

The greatest selling power in the South's greatest city

50,000 WATTS CLEAR CHANNEL CBS AFFILIATE

Represented Nationally by The Katz Agency, Inc.

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

for profitable selling—

INVESTIGATE

WDEL
WILMINGTON
DEL.

WGAL
LANCASTER
PENNA.

WKBO
HARRISBURG
PENNA.

WORK
YORK
PENNA.

WRAW
READING
PENNA.

WEST
EASTON
PENNA.

Represented by
ROBERT MEEKER
ASSOCIATES
New York • Chicago
San Francisco • Los Angeles

STEINMAN STATIONS

Feature of the Week

BOYS from 7 to 17 took over operation of WLOU Louisville (1 kw day on 1350 kc) for one day from 12 noon to signoff as a feature of Louisville's observance of Boys' Week. The project was such a success that it is to be repeated each year, the station reports.

Willis Searfoss, WLOU sales manager, originated the idea and it was given the hearty approval of Mrs. J. E. Messervy, station's president and general manager. Bill Ladd, Louisville *Courier-Journal* radio editor, gave his assistance, as did Asher Tullis, executive director of the Louisville Boys Club and the Optimist Boys Club.

Day selected for the boys to take over was Sunday, March 27, and 50 of them were on hand to praticipate. They did everything from handling the administrative end to programming. Not an adult voice was heard on WLOU while the boys were in charge.

"The regular staff had more fun than the youngsters in guiding them through the schedule," WLOU reports.

A few sponsors who had been a bit hesitant about the idea of boys reading their commercials over the air later indicated they were enthusiastic over the results, according to WLOU. "We have been advised," said WLOU, that they [the sponsors] received more comments from these ads . . . than on their regular run of scheduled broadcasts."

Tommy Miller, acting general manager of WLOU on Boys' Day, with Mrs. Messervy.

On All Accounts

ALTHOUGH Robert D. Hussey bears the imposing title of manager of the program development department for Young & Rubicam's Hollywood office, "talent scout" might be more descriptive.

For Bob handles all show and talent buying, guest star bookings, auditions, program ideas and script readings for the agency which supervises more transcontinental programs per week than any other on the West Coast.

Television time and program purchases also come under the Hussey aegis these days. And if the Hollywood office of Young & Rubicam echoes the tremendous video operation of its New York parent, this should be enough to warrant a mighty heavy expansion of Bob's department in the very near future.

Holding the strings on the radio appearance of some of Hollywood's biggest stars, an estimated $125,000 per week in talent expenditures alone pass through Mr. Hussey's hands. Yet he still thinks as a true advertising man, getting the agency client the most for his dollar.

BOB

Through his variety of assignments Bob has his finger on the pulse of such agency produced programs as *Bob Hope Show, Jack Carson Show, Duffy's Tavern, Adventures of Ozzie & Harriet, GE House Party, My Favorite Husband*, and the transcribed *Skippy Hollywood Theatre*, placed nationally on some 53 major stations.

It's a Hussey tradition never to be idle, so he covers the Hollywood new program and talent scene for his New York home office, too. In addition he supervises the booking of talent up and down the West Coast for eastern origination of such network shows as *We, the People*, and such TV programs as *Arthur Godfrey's Talent Scouts, The Arrow Show* and others.

Born in Bayonne, N. J., on Sept. 29, 1904, Bob received his early education there and in Jersey City. He attended New York U. for a time, entering the business world as a stock and bond runner on Wall St. in the summer of 1921. Bored with this routine after a time, he chucked the job and went to sea, thus getting acquainted with both European and Latin American ports for the next 2½ years.

A pioneer at heart, Bob next

(Continued on page 93)

IN EASTERN NORTH CAROLINA TOBACCO IS KING

WGTM

Covers This Rich Market . . . with a King-Size Voice!

Mutual Exclusive in this Area.

Write or phone us or our National Representative

WGTM

"THE VOICE OF THE GOLDEN PLAIN"

WILSON, N. C.

5000 Watts—Full-Time
590 Kilocycles
Serving 1,125,000 People

NATIONALLY REPRESENTED BY WEED AND COMPANY

MEN AT WORK

(and for you)...

While we don't spend much time actually climbing antenna towers or watching outside keyholes, these sketches—borrowed from our latest brochure*—are symbolic of the diligence and concentration that goes into every BROADCASTING assignment.

Ours is a unique reputation as the *only* authentic reporter of every significant development in the field of broadcasting and its allied arts. That's been ours for over 18 years now. And we keep our reputation growing because our awareness of radio's problems and potentials is so acute. We boost broadcasting with every breath; we've championed every worthwhile advance the industry has ever made, and we cover *all* the news of broadcasting with a thoroughness no one else can approach. That's why—in every survey—BROADCASTING is No. 1 with agencies and advertisers.

BROADCASTING carries more news, more business features than all our competitors put together. (About 75,000 words and 60 illustrations in each issue.) To do this, it takes a staff of 60 busy people working from five offices: Washington, New York, Chicago, Hollywood and Toronto.

Issues like the one you are now reading are the result. This intensity of editorial coverage has given BROADCASTING a degree of readership loyalty and confidence rarely achieved by any publication in any field.

*A very fine promotion piece, indeed . . . our friends tell us. It can be had for the price of a short note to BROADCASTING's publisher, National Press Building, Washington 4, D. C.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

IT'S EASY, IF YOU KNOW HOW!

If you think a slip-of-the-hand can be tough for a "human fly," you ought to see what a slip-of-the-accent can do for a salesman in the deep South!

In the 23 years that we've been broadcasting to our four-state Southern area, we've built up an incomparable radio Know-How for our Southern audience. We know *what* our listeners want—know *when* they want it—know *how* they want it presented. We know the similarities and difference between our rural and city audiences; better still, we know how to program to both. In fact, we've learned just about all there is to know about top-notch broadcasting in this section of the South—and the result is a degree of listener acceptance that can't be matched in this area.

That sounds boastful, yes—but we'd certainly appreciate a chance to *prove* it to you.

KWKH

SHREVEPORT

Texas
LOUISIANA
Arkansas
Mississippi

50,000 Watts • CBS •

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING
TELECASTING

Vol. 36, No. 16 WASHINGTON, D. C., APRIL 18, 1949 $7.00 A YEAR—25c A COPY

NAB BATTENS HATCHES

Readies for Inter-Media Competition

By J. FRANK BEATTY

RADIO is tooling up for the battle of advertising media.

NAB emerges from its annual convention with a new set of targets—sales, TV and uniform research. And it will soon appear with a revised administrative setup specially designed for the job ahead.

Overwhelming demand for an operation that would provide basic business services was heard all around the Stevens Hotel corridors in Chicago last week. The place was seething and delegates were starting to mutter threats of open revolt and wholesale withdrawal unless something was done—and quick.

Something was done. It was done with speed and precision as the board executed the mandate of the membership. This basic job was to create and implement a business-getting operation, and to do a more direct and better government-contact job on behalf of the regulation-ridden industry.

The board took these steps:

- Created the Broadcast Advertising Bureau (BAB), to be operating no later than June 1.
- Earmarked $100,000 more than the present sales budget for BAB, or about one third the entire NAB budget.
- Named Maurice B. Mitchell director of BAB, serving under a board policy committee.
- Bailed out Broadcast Measurement Bureau again with $75,000 loan after convention had pledged support (story this page).
- Approved full NAB participation in the coming NARBA.
- Accepted new recording standards.
- Specified new TV operation within NAB which must aid AM stations going into video.
- Gave finance committee two jobs—find BMB's $75,000 and BAB's $100,000. Most of $100,000 for BAB to be drawn from other activities.
- Deferred overall NAB reorganization.
- Dropped plan to hire special legislative representative to save money, but called for stronger NAB-government contacts at the grass roots.

Delegates who left Chicago last Wednesday grumbling about what many called a plush trade association, and a stuffy agenda—and there were many who felt that way—didn't realize that democratic processes were under way. They weren't aware that within a few hours their elected representatives on the NAB board would be doing the very things most of them wanted done.

Thus the board (with six new faces) that had thrown out the idea of a broadcasting Advertising Bureau at New Orleans less than two months ago did a complete turnabout at Chicago and earmarked roughly 35% of the entire assosiation budget to set up the project.

Convinced that broadcasters wanted a professional sales bureau that could match ANPA's roars with more than a beep, they almost tripled the expenditures for sales promotion. Moreover they paved

(Continued on page 99)

SEVERAL leaders of impromptu task force which shaped up a nationwide sales drive (l to r): Maurice B. Mitchell, NAB; William C. Grove, KFBC Cheyenne, Wyo.; Red Cross, WMAZ Macon, Ga.; Gordon Gray, WIP Philadelphia; Julian Haas, KARK Little Rock; Bill Maillefert, WVET Rochester; Frank E. Pellegrin, KSTL St. Louis.

Chicago Again

THE 1950 NAB Convention will be held again at the Stevens Hotel, Chicago, in mid-April, it was stated after the NAB board wound up its two-day meeting Thursday afternoon. Registered delegates at the management conference last week totaled 1,118, as compared to 1,017 at Los Angeles last year. Delegates and NAB officials praised the hotel's convention facilities. The next board meeting will be held in New England next July. District meetings start in Fall.

LOAN TO BMB

Board Votes $75,000

BMB survived two more crises last week when it was granted a $75,000 loan by the NAB board and a vote of confidence by the NAB membership.

The board approved the loan (see main board story this page) by a 12-7 vote. No collateral is required from BMB, it is understood, but the loan is backed by a contract waiver plan submitted to subscribers during the convention. AAAA and ANA immediately agreed to the new BMB plan Thursday.

The waiver idea, authorized by the board at its pre-convention meeting, removes from present contracts a 90-day cancellation clause. This original clause endangers BMB's chance of collecting full obligations from all of its subscribers since the Study No. 2 is likely to be in subscribers hands by autumn and present contracts require most to make monthly payments until July 1, 1950.

Subscribers who had signed waivers prior to the post-convention board meeting totaled about $84,000 in obligations, or 20% of the total still due, along with another $58,000 in oral pledges, mainly from two networks. The tabulation firm handling the BMB detail has agreed to defer 50% of May and June payments on assurance BMB will get the waivers from subscribers.

Report of a special committee to consider the future of NAB audience measurement, headed by John Elmer, WCBM Baltimore, was presented to the board. The committee did not offer a new plan of audience measurement pending completion of the present BMB survey, but will continue its studies.

In asking subscribers for waivers on their BMB 90-day cancellation rights, BMB supporters said they had not received a single turndown from convention delegates authorized to act on behalf of their stations.

Following the board meeting it was explained that NAB's loan is made to BMB on condition NAB assumed full administrative control while any of the loan is outstanding—the loan is to be advanced for current expenses, as needed. If by June 1, at the latest, BMB has not obtained waivers from its 540 standard station subscribers, or enough new subscriptions to bring the total to 540, the rest of the loan, if any, will not be advanced.

G. Richard Shafto, WIS Columbia, S. C., NAB and BMB board member, explained 401 of the 540 subscribers are NAB members. They have spent $800,000 toward defraying costs of Study No. 2, with contracts originally made under a "five-year-plan."

Dr. Kenneth H. Baker, NAB research director on loan to BMB as acting president, reminded that

(Continued on page 100)

RESOLUTIONS

Actions Effected at 27th Annual Convention

THE 27th annual NAB Convention took a series of forthright stands on behalf of its basic rights and policies but it required two separate sessions and a noise-buried flurry at the annual banquet to get the resolutions engraved on the official minutes.

Not in the recollection of any member has any such procedural fiasco marred an industry convention. Two factors led to the chaotic situation. First, only 50-odd members stayed around late Tuesday after the BMB matter had been settled. Second, the corridor rumbles for a big time advertising department in NAB burst out on the floor to interrupt the usually routine process of shoving through the resolutions.

Starting Tuesday afternoon, and winding up Wednesday morning, the convention's business meeting adopted a series of thank-you resolutions, endorsed Judge Miller's administration and:

Urged all members to subscribe to the all-radio presentation.

Called for early expansion of the Broadcast Advertising Department.

Advocated support of legislation for the 1950 housing census (which may include radio questions), with members to contact their local Representatives in Congress.

Opposed proposed FCC rules requiring advertising of applications.

Opposed legislation permitting secondary boycotts.

Affirmed the principal that stations should editorialize.

Asked a joint study of transcription service costs, with a report to be made at the July board meeting.

Demanded amendment of tariff laws affecting recorded and news and special events features to bring equality in duties.

Approved legal seminars conducted by NAB's general counsel.

Demanded that the State Dept. exercise leadership at the coming NARBA to protect broadcasting.

Agreed to submission of a request to the FCC for adoption of a policy against commerical grants for federal or territorial government, with Puerto Rico in mind.

Proposed amendment of FCC rules to remove transcription identification requirements except where the time element is a factor or the listener would be misled.

Pointed to research troubles and endorsed the principle of uniform measurement in radio along with expansion of such efforts—BMB indirectly lauded by mention of industry's financial support.

Members of the Resolutions Committee were Wiley P. Harris, WJDX Jackson, Miss.; Clyde Coombs, KARM Fresno; Richard Borel, WBNS Columbus; Robert D. Swezey, WDSU New Orleans; William McGrath, WHDH Boston; Phil Hoffman, WOL Washington; Edward Wheeler, WEAW (FM) Evanston, Ill.

Judge Miller was lauded—with growth and progress of broadcasting during the nearly four years of his administration cited by the convention. His policies and actions as NAB president were supported and the resolution reminded that he "has unsparingly devoted his great abilities to this growth and progress."

Mr. Harris took up what appeared to be a quiet chore late Tuesday afternoon, with a few clusters of delegates scattered around the theatre. All went along nicely until he read a resolution calling for expansion of the Broadcast Advertising Dept. Calling for recognition, Odin S. Ramsland, KDAL Duluth, Minn., said the Sales Managers Executive Committee for four years had called for greater attention by the board to sales activities. He suggested a substitute resolution specifying that 40% of the association's budget be earmarked for the department. The Small Market Stations Executive Committee feels the same way, he said.

Judge Miller questioned the idea of specifying 40% and said much of the NAB general fund goes to departmental travel and other expenditures. Mr. Ramsland said NAB must get down to basic facts and provide every possible sales aid. "We do a very poor job," he said and told of a District 11 survey in which stations recommended NAB spend from 33% to 60% of its budget on sales. Chairman Harris suggested use of "ample" instead of 40% but Mr. Ramsland turned down the suggestion.

Frank E. Pellegrin, KSTL St. Louis and a former director of Broadcast Advertising Dept., now of Transit Radio Inc., said the membership overwhelmingly favors expansion of sales activities and made a stirring plea. "Are we going to let AM be bled or will we support and maintain it," he asked. He recalled a former FCC chairman said many years ago that FM would supplant AM in three years and that later the period was changed to five years.

"If NAB doesn't do it, at least two organizations are ready to do a sales promotion job for the industry. When the shoe pinches harder, many stations will see red ink. Where will they get the money for sales promotion—they'll drop out of NAB. The situation is critical. It soon may be desparate."

Ted Cott, WNEW New York, referred to the small audience and suggested NAB allot 40% toward better programs. Glenn Shaw, KLX Oakland, a new NAB director for District 15, opposed the Ramsland and favored the Cott idea. He opposed the 40% figure for sales but said he wants sales to get a fair share. Robert T. Mason, WMRN Marion, Ohio, demanded more emphasis on sales and suggested the 40% perhaps should be 75%. "The job has to be done if we are to exist as an organization," he said.

See 'Grass Roots'

Simon Goldman, WJTN Jamestown, N. Y., said small market stations need NAB activity and sales expansion would bring new members. "Sell radio at the grass roots and you sell radio to the nation," he said.

Lewis Avery of the Avery-Knodel representative firm, also a former head of the NAB department, supported the Ramsland substitute. Robert D. Enoch, KTOK Oklahoma City, who sparked the old board's action setting aside sales as the first order of business at the post-convention meeting, opposed the 40% figure and said the board is thinking in terms of sizable expansion.

The discussion developed into a junior board meeting as two more members—Calvin J. Smith, KFAC Los Angeles, and Harold E. Fellows, WEEI Boston—joined the fray. Mr. Smith objected to the way the resolution was worded. Mr. Fellows said it would be a "fatal mistake" to set up the 40% figure. He is a member of the board finance committee.

Ralph Hardy, KSL Salt Lake City, suggested absence of a quorum but the motion lost on a roll call. Charges were made from the floor that it was "disgraceful" to arrange a meeting this way. Hugh Higgins, WMOA Marietta, Ohio, former department assistant director, moved the subject come up at the evening banquet, only type of motion permitted after adjournment was defeated. It was carried.

Judge Miller arose at the beginning of the banquet to explain why a business meeting was being held. He yielded to Chairman Harris, who called for motion to adjourn to 10 Wednesday morning. The motion carried, though many of the diners were not aware what was happening.

Wednesday morning session was all peaches and cream for Chairman Harris, and a nearly filled theatre adopted the original sales resolution without debate, and then ran most of the rest through in a block.

Text of the sales resolution:

WHEREAS the Sales Managers and Small Markets Committees of the NAB have recommended that a much greater emphasis be placed upon the work of the Broadcast Advertising Dept. to assist the individual stations in maintaining and increasing their advertising revenues, and

WHEREAS the board of directors of the NAB is now considering methods of accomplishing this purpose.

BE IT RESOLVED by the members of the NAB in convention assembled that the board make adequate provision for expanding the services of the Broadcast Advertising Dept. and give effect to such provisions at the earliest possible time.

SELL RADIO

NAB Members Urge Promotion

FIRST FORMAL demand from the NAB membership ranks for creation of a bureau of broadcast advertising, operated separately from NAB itself, was sounded at the opening business session of the association's convention in Chicago last Monday.

The project, one of the basic topics before the 27th annual meeting, was proposed after the membership had listened for three hours to a detailed account of the "negative" promotion by other media. This promotion is being carried out at a constantly accelerating rate by organized newspaper interests, the meeting was told, and it is aimed directly at broadcast advertising.

AT MEETING of sales managers during NAB Convention were (l to r): Herbert L. Krueger, WTAG Worcester, Mass.; Rex Howell, KFXJ Grand Junction, Col.; Louis Lingner, WJJM Lewisburg, Tenn.; Charles A. Batson, NAB; Lewis Avery, Avery-Knodel.

Problems of radio selling and the increasing promotion of other media occupied the Monday afternoon session. Instances of "rough" tactics by newspapers were cited to support the theme that radio must promote itself if it is to resist the competitive gestures of newspapers and magazines.

The afternoon agenda listed the All-Radio Presentation film as the first step to be taken by the industry as a buyer's market changes the whole media picture. This presentation was explained by those who are carrying the preparation load.

But the proposition that broadcasting must meet the multi-million dollar newspaper campaign with a well-rounded project of its own, with the All-Radio film as the initial effort, was sounded by the operator of a postwar station who is

(Continued on page 78)

TV BOOSTER OUTLETS

Plan Endorsed by Coy

By RUFUS CRATER

A "RAILROAD SYSTEM" of television, using simple, lower-cost "secondary" or repeater stations to serve outlying and intermediate communities, was endorsed by FCC Chairman Wayne Coy at the NAB Convention luncheon session last Monday.

"I do not think television need stay in the millionaire class," he told some 1,200 broadcasters and guests, urging them to start exploring all possibilities of reducing TV operating costs and thus carry television to millions who have no other chance of being served.

On the basis of new FCC figures on radio's 1948 profits and losses (see story, this page) he concluded that "there is grave financial risk in starting a new aural station." But he disagreed with prophecies that television will supplant sound broadcasting within three years. The controlling question there, he said, is how soon TV can become a competitive nation-wide system with sets in most U. S. homes.

Mr. Coy rejected the theory—which Chairman Ed C. Johnson (D-Colo.) of the Senate Interstate & Foreign Commerce Committee has endorsed—that existing broadcasters should have first call on TV channels. "But I certainly would like to see developments in television which would make it possible for all qualified broadcasters to get into television," he declared.

The secondary-station plan, similar to one NBC and others have urged, calls for the use of small stations, as nearly automatic as possible, to extend the programs of the major station into surrounding secondary cities. They would need no studios, management, sales or programming staff. Similar stations could be set up in cities and towns along the connecting lines. Radio relay "spurs" might be used to serve other secondary stations off the connecting lines.

"Thus one can build up a network very similar to the network of a railroad system—major terminals, intermediate stations, short side spurs and secondary lines," Mr. Coy said. "This network can be justified and expanded only if the costs are geared to the audience added. Competition can be provided by parallel networks. The only limits to the number of competing networks are economics and availability of frequency bands. It is probable that, in most of the U. S., the former will be more limiting than the latter."

On this score he told broadcasters that he was certain UHF allocations can be established "before many months" so that television, with imaginative leadership, can be taken to all of America.

He conceded that the secondary-station plan would not permit these small outlets to program back to the other outlets "without large capital and operating expenditures." But they could, he said, provide local as well as network shows. The location and power would be determined by the size and needs of the communities involved. Cities like Chicago, New York and Philadelphia might have three to five such outlets surrounding them, Mr. Coy thought.

The FCC chief told his listeners flatly that television will be the dominant medium of broadcasting.

"Make no mistake about it," he asserted. "Television is here and it's here to stay. If there be those in this audience today who think they can lick it, who think they can stall the development of television in this country or in their community, I urge them to give heed because they know not what they see before them."

But he took exception to the prediction of Merlin H. (Deac) Aylesworth, NBC's first president, that radio as it is known today will be wiped out by television within three years (see story, page 35).

. . . *Chairman Coy last Tuesday*

* * *

The economic danger for sound broadcasting, he said, "is that it will lose dollars to all media, including television, as a result of loss of audience to television."

He cited FCC's tabulations of 1948 income and expense figures for U. S. radio, which he released for the first time.

"The essential difference between Mr. Aylesworth and me is one of time—or really the question of how soon television can become a nationwide competitive system and with 'circulation' in most of the homes of America," he asserted.

"That there will be a transition period is a certainty," he continued. "Mr. Aylesworth's three years seem much too short to me in terms of the radio manufacturing industry's ability to build the receivers necessary for circulation. And that is not the only problem. Decision by the FCC with respect to the VHF freeze and the problems involved in determining the utilization of the UHF also affect the timing."

Chairman Coy drew three basic conclusions from industry's 1948 financial record:

1. "There is grave financial risk in starting a new aural radio station. . . ."

2. "There seems to be a definite relationship between the number of 'losing stations' and the excess profits tax. . . ."

3. "I am sure that there is a definite relationship between the proportion that television is taking from the total advertising dollar . . . and the television circulation in those areas. . . . I think it is a sound assumption that television will, in the future, take an increasing share of the advertising dollar in direct proportion to its increase in circulation in any area."

Mr. Coy foresaw nothing to indicate the trend toward television will be reversed. But he felt a tendency to emphasize "economy programming," which "in a few instances is resulting in stations ignoring local program needs."

He warned that "a concerted

(Continued on page 72)

'48 REVENUES

AM Increases 12%, Coy Reports

BROADCAST REVENUES of AM networks and stations totaled approximately $408 million in 1948, a 12% gain over 1947, but more than one out of four stations lost money during the year.

This was revealed last week by FCC Chairman Wayne Coy in his speech to the NAB in Chicago (see story above). The figures were compiled from stations' and networks' reports to the Commission.

For 72 reporting FM stations (not sold in conjunction with AM outlets) the aggregate loss was about $2.4 million. Four of the 72 reported a profitable year.

The four television networks and 50 stations (total on the air during the year) listed aggregate revenues of $8.7 million, aggregate expenses of $23.6 million, and losses of nearly $15 million. All networks and stations reported losses.

In seven cities, TV revenues were 6.9% of the AM-TV total (see table, page 68).

In the AM field, Mr. Coy reported, broadcast revenues for four nationwide and three regional networks and almost 1,900 AM stations approximated $408 million. This is 12% more than the 1947 figure. Of the $44 million overall increase, some 304 newly licensed stations accounted for $18 million. The increase for networks and their keys ($7 million) was about 7.3%, while the gain for the other pre-1948 stations ($19 million) was 7%.

Aggregate 1948 AM industry expenses were estimated at $342 million, a gain of 14.5%. Of this, $21 million is chargeable to the new 1948 stations. For the others and the networks, the expense gain approximated 10%.

Total broadcast income—reve-

(Continued on page 68)

COVERAGE OF THE NAB CONVENTION IN THIS ISSUE

To facilitate location of the various stories on Chicago activities the following page references are given:

GENERAL

Overall Convention Summary 23
Koste Heads AIMS Rep Firm 82
Independent Advertising Bureau Demanded 24
Resolutions Adopted 24
NARBA In Prominent Role 28
Golf Tournament 101
Report on Equipment Exhibits 94
Gimmicks Highlight Other Exhibits 62
Radiorama—Pictorial Review of Convention 32

APRIL 9

Recording Standards Committee Meeting 82

APRIL 10

ABC, CBS, MBS Meeting 50
'Independents' Day' Sessions 26
Miller Luncheon Address 26
Unaffiliated Stations Sales Plan 29

APRIL 11

NAB Program Executive Committee 77
Coy's Luncheon Address 25
Industry Promotion Demands 24
FM Session 27

APRIL 12

Clark Luncheon Address 29
Gamble Breakfast Talk 27
BMI UN Project Announced 82
Public Relations Session 74

APRIL 13-14

Television Session 34
BMB Gets $75,000 Loan 23

NON-AFFILIATES

Importance of Independents Cited by Miller

THE broadcaster himself has the power and duty to decide what program policies and content are best suited to serve the public interest of his community, NAB President Justin Miller told the Unaffiliated Stations luncheon meeting April 10 at the Stevens Hotel, Chicago.

Judge Miller scoffed at the frequently uttered charge that four network presidents or a group of advertisers or commentators can control U. S. broadcasting and documented his statements with figures showing the ownership and classifications of stations. His topic was, "Who Owns and Controls Radio Broadcasting in America."

Networks often are charged with a dominating role because they provide convenient whipping-boys for those who wish to discredit the American system of broadcasting, he charged. To place networks, advertisers and others in their proper perspective reveals they are not bogeymen, he said.

First Judge Miller showed that the networks own only 18 stations. Citing FCC figures, he said 1,105 AM stations are affiliated with networks but this includes every station that received any revenue whatever from a network, even if it was a single program. NAB's Research Dept. classes AM commercial stations as of Jan. 1, 1949, in continental U. S. as follows: Network affiliated, 1,066; unaffiliated, 734; total, 1,800 of which 59% are affiliated and 41% unaffiliated.

He reminded that affiliates operate with networks on an armslength basis, with contracts specifying their obligations. He said it is the duty of affiliates under the law to determine program and business policies, and the FCC and courts have struck down any efforts of networks or advertisers to do so.

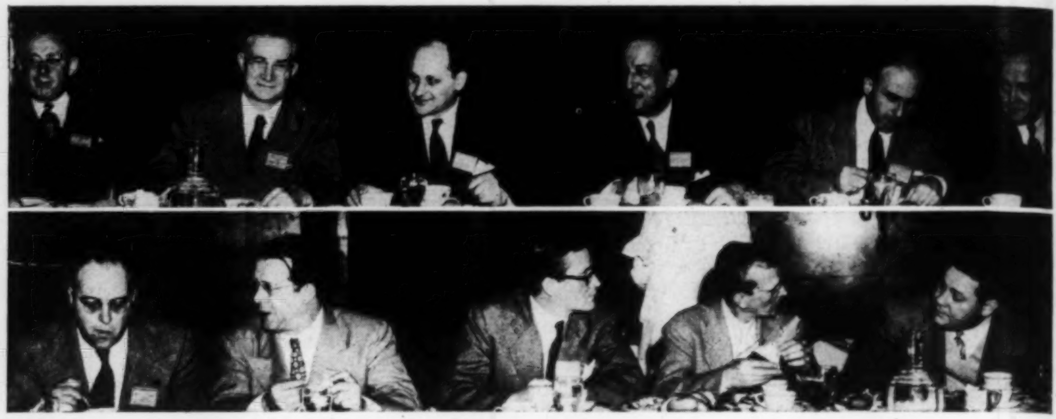
"The trend is definitely and strikingly toward a larger and larger number of stations," he said, locally owned and controlled by local citizens, known and respected in their own communities." The saturation point seems to have been reached in national network affiliation, he said, and the trend toward a majority of unaffiliated stations moves forward at an increasingly rapid pace.

Judge Miller referred to the doubling of the number of stations since the war "for better or worse." He reminded that the number of stations owned by networks is strictly limited by the FCC and has not increased during the period.

General availability of FM frequencies has made the trend toward independent stations more pronounced, he said, but the total effect of television "is not yet easily measurable, but that it will be profound is conceded by everyone."

Postwar expansion of AM into small and medium-sized communities is significant, he said, with FM and TV development more pronounced in populous areas. He referred to a map showing unaffiliated AM and FM stations and another showing network and affil-

(Continued on page 70)



HEAD table groups at independents' luncheon included:

First photo (l to r): Commissioner E. M. Webster, FCC; NAB President Justin Miller; Ted Cott, WNEW New York, chairman of meeting; Benjamin Cohen, United Nations assistant secretary general; Ben Strouse, WWDC Washington; Frank Silvernail, BBDO New York.

Second group, Howard Lane, WJJD Chicago and NAB director; Carl Haverlin, BMI; Pete Schloss, WWSW Pittsburgh; Bob Maynard, WSVS Crewe, Va.; Patt McDonald, WHHM Memphis.

* * *

'INDEPENDENTS' DAY'

Meet in Chicago

AFTER 27 YEARS, the unaffiliated stations got their "Independents' Day" at last week's NAB Convention.

Non-members as well as NAB affiliates — 300 strong — attended an all-day session Sunday, April 10, in the grand ballroom of the Stevens Hotel. Highlight of the morning session was an address by Dr. Sidney Roslow, president of The Pulse Inc., who cited small but steady gains in share of audience by New York's independent stations, during the period 1942-1948, while that of network stations fluctuated.

"We have waited 27 years for this day," said Ted Cott, WNEW New York, chairman of NAB's Unaffiliated Stations Committee, who presided. "April 10, 1949, will always be known in the industry as the first Independents' Day. We now have 50% of the numerical strength of all stations, and from this day forward we will speak for ourselves. No longer will we tolerate any John Aldens. We have checked our inhibitions at the door."

Dr. Roslow compared share of audience figures between network and independent stations for Philadelphia, Boston and Cincinnati, for shorter periods than the New York survey, and noted "it looks as if the independent stations have been having a field day."

"The gains have been small each year, but there have been gains," he said. "Obvious things like sports, news, popular music suggest themselves at once, but let us not underestimate the power of audience promotion efforts."

A panel discussion on transcriptions brought together Cy Langlois, president of Lang-Worth Feature Programs; John Sinn, executive vice president of Frederic W. Ziv Co., and Walter Davidson, general manager of Capitol Transcriptions.

Noting a classical example of the importance of programming is the fact that "when good programs shift networks they take their audience along." Mr. Sinn called for more programming on the local level. He observed that only one out of 10 stations get the full benefit out of its transcription services, and urged wider use of them in the coming "stiff competition for the local and regional dollar."

Both Mr. Langlois and Mr. Davidson joined Mr. Sinn in waving aside a suggestion from the floor that only part of a library be sold. Their arguments were that the "overall package nature" of a library makes it economical for both stations and transcription companies whereas the sale of a portion would be economically unsound; also that a library is not a specialized service but an "all-round programming effort deal."

When Mr. Davidson told of the transcription industry's desire to

(Continued on page 71)

BRUNT OF industry's negotiations with Petrillo and AFM has been borne over long period by this NAB convention foursome (l to r): Frank E. Mullen, ex-NBC and now president of Goodwill Stations; Mark Woods, ABC president; Robert D. Swezey, executive vice president of WDSU New Orleans; Frank White, new MBS president.

GAMBLE

Gives Formula for Station Success

BROADCASTING stations should make four "basic measurements" of advertising agencies to insure commercial success, Frederic R. Gamble, president of the American Assn. of Advertising Agencies, told an NAB Convention breakfast meeting Tuesday. The event was sponsored by the Chicago Radio Management Club.

Mr. Gamble recommended that stations inquire whether agencies are (1) free agents, (2) ethical, (3) experienced to serve advertisers, (4) financially sound.

"These four standards are nothing more nor less than the fundamental requirements of agency recognition, developed over many years by the overwhelming majority of media," he recalled. Standards of agency recognition, said Mr. Gamble, are promoted nationally among newspapers, business papers, magazines, farm papers and outdoor plants, and also among some of these media by regional and local groups. "Can radio afford to do less than other media are doing?" he added.

Mr. Gamble cautioned against selling time without regard to whether it will be so serviced that the advertising will pay the advertiser. He urged stations to give agencies "certain assistance which only they can give."

"The art of advertising must be practiced on a solid floor of facts," he declared. "Agencies need marketing information about the market a station serves, as well as audience information about the station's listeners."

Reminding the delegates that printed media "long ago found out that confidence in their various media is based on Audit Bureau of Circulation," he hailed BMB as a "sound set-up" for radio.

"BMB should have your support," he said. "True, we've been having our problems with it, but the biggest problem is the lack of support for BMB among stations themselves. BMB needs your help to create and develop the information we all need—stations, advertisers, and agencies—to help make radio advertising more effective. This won't be done from the outside—it must be improved from the inside."

The 4A's president also urged media to give agencies the 2% cash discount, which he termed a "vital collection stimulus."

"If the agency could, it would allow its own cash discount, but to do so would be a form of rebating and would weaken the creative side of advertising," he asserted.

Looking at the working relationship between agencies and stations in the "broadest terms," Mr. Gamble said a "strong and healthy" condition exists. Agencies are essentially sound and, in the past eight years, have more than doubled their advertising volume and personnel, he noted.

"A buyers' market is no time to fear," he emphasized. "It has traditionally been the most favorable climate for American industry, but it does demand the best thought and wisest decisions of both stations and agencies."

Mr. Gamble observed, however, that the challenge comes at an "especially difficult time." In the past eight years, he said, revenues have doubled, but in the same period the total number of stations has more than tripled.

Impact of TV

"Now the steady gain in radio revenue is beginning to level off, and you have among you a new and powerful force—an infant Hercules—some 50 television stations, with more to come," he said. "Clients of our agencies are already asking about the influence of TV on radio listening. Questions are being asked about rates. They want to know something about the probable future of radio and what the relation of its cost in the future will be—if listeners fall off—to its cost today."

Mr. Gamble stated that the "best opinion at the moment" indicates television "will not become more important than radio for at least five years."

"For the present, television can help—but only help—to make sales for advertisers," he said. "The main responsibility falls on radio. It is radio that must still carry the brunt of the problem of meeting the buyers' market."

Stressing the point that "selling gets the 'starts' and service makes them continuing customers," he urged that stations adopt agencies as part of their operation, but only after measuring whether they are likely to create "and to continue to create" successful advertising.

* * *

Mr. GAMBLE

FIFTH REUNION of the American Radio Mission to Europe was held at the NAB Convention. Among those present were (l to r) seated: John E. Fetzer, WKZO Kalamazoo and WJEF Grand Rapids; William S. Hedges, NBC vice president and former NAB president; Clair R. McCollough, president of WGAL Lancaster and associated Steinman stations; NAB President Justin Miller; Col. Harry C. Wilder, WSYR Syracuse; Col. Edward M. Kirby, program advisor to NBC who was official Army escort for the mission; (standing) Sol Taishoff, editor and publisher, BROADCASTING; Mark Woods, ABC president; Robert D. Swezey, WDSU New Orleans; Martin Campbell, WFAA Dallas; J. Leonard Reinsch, managing director, Cox Stations; Morris Novik, New York radio consultant; and Joe Csida, RCA-Victor assistant director of public relations.

FM SESSION

Nelson Tells NAB of Needs

TIME-BUYERS never differentiate between FM and AM; all they want to know is "how many for how much," Linnea Nelson, chief radio timebuyer for J. Walter Thompson agency, told an all-FM session at the NAB Convention April 11.

In reply to a question on why agencies show such little interest in FM time, Miss Nelson berated more than 200 FM station officials, during a panel discussion, for not "taking the time" to promote the medium.

"Less than 100 of 724 FM stations on the air have rate cards," she charged. "And when an advertiser chances to prefer FM coverage, some stations take several days to answer our inquiries for cost information."

She belittled duplication of AM programs on FM, stating that from the time-buyer's viewpoint this does not increase the audience.

"Those listening to FM just aren't listening to AM," she said.

This line of thought drew objections, however, from C. M. Jansky Jr., Washington, D. C., radio engineer and a director of the FM Assn., who argued that FM duplication "does add to the audience because of its wider range." He cited examples where hundreds of homes receive FM programs outside AM listening areas.

An unannounced member of the discussion panel was Edgar Kobak, retiring president of MBS, who was called from the audience to participate with the "experts." Mr. Kobak teamed with FCC Commr. Paul A. Walker to turn back thrusts from those who contended the Commission should guard their purses as well as their frequencies. Both took the position that FCC has no power over broadcasting economics, and Commr. Walker reminded the delegates that FCC Chairman Wayne Coy had

(Continued on page 72)

HIGH FREQUENCY MEET *Ends Without U. S. Approval of Plan*

By LARRY CHRISTOPHER

THE INTERNATIONAL High Frequency Broadcasting Conference came to a stormy conclusion in Mexico City last weekend (April 10). The proceeding ended amid a series of developments, including:

● Refusal by the U.S. to approve the pilot plan which would give Russia and certain other countries an unequal, greater share of channel hours. Russia also refused to sign.

● Stinging rebuke of Russia by FCC Comr. George E. Sterling, alternate chairman of the U.S. delegation, who charged that the Soviet Union "both by its attitude at this Conference" and increased "jamming" of Voice of America broadcasts "has demonstrated a complete lack of understanding concerning the real meaning of 'international cooperation' and 'planned use' of the spectrum."

● Last-minute efforts of Russia to again halt the proceeding by attempting to block the Sterling criticism and then stomping angrily out of the plenary session when unable to do so. Russia did not deny the jamming activities.

In spite of warnings by Comr. Sterling and other members of his delegation that the U.S. would not countenance a technically inferior plan—nor one that would give this country disproportionately fewer channels than other nations—the American decision came as an awakening blow to many delegations [BROADCASTING, April 11].

However, in the last-minute frenzy to whip together a compromise plan, the U.S. announcement came too late to stop the speculative wildcat trading of frequencies by which many hoped to bolster their "take home" share. Russia reportedly led the pack, stuffing its sock with any channel anywhere it could gobble up.

State Dept. officials in Washington last week indicated that they are working on details of the U.S. position now that we have refused to approve the final plan. It is expected that the U.S. will send advisors to participate in the Technical Planning Group work of expanding the pilot plan to fit different sunspot seasons. This group is to meet June 15 in Paris. Its work is to be considered as a package next fall by all the delegations at another high frequency conference in Italy.

The U.S. will participate in this conference, State Dept. officials said, and might then be willing to approve the package plan if it were technically sound and used a base ratio for assignments which was equitable to all nations. After this meeting the package plan goes before the International Radio Administrative Conference Oct. 17 in Geneva for formal ratification by all nations. The Geneva group will seek ratification of the assignment plans for all the various radio services as allocated under the Atlantic City Convention of 1947. Further, certain implementing organizations also will be set up.

Sterling Attack

The fireworks in Mexico City exploded April 8 when Comr. Sterling launched his attack on the Russians. The Commissioner, in his prepared talk to explain why the U.S. on the previous day had advised the conference it would refrain from signing the agreement, stated that "the obvious willingness of the United States to make sacrifices, to cooperate fully, was apparently construed to be an indication that the United States would sign any plan however unsatisfactory it might be."

He pointed out that: "It was apparently upon this basis that the plan developed by the Conference was predicated, for it obviously represents an effort to pacify those who have complained most bitterly, most regularly and loudest." As a result, he said, while the U.S. under the plan is accorded "minimum assignments entailing most drastic sacrifices, other major users are given substantial satisfaction."

The final plan would give the U.S. 202 channel hours each 24 hour period while Russia itself would get 660 plus 120 more for the Ukraine and Bilo-Russia, not to mention the many satellite nations. France, which now is using and can use only about 40 channel hours because of economics, would get 235, it was reported. The United Kingdom would get 437 while India would get 350. Russia and India use high frequencies for internal broadcasting because of lack of other facilities.

The U.S. share would require cutting the present Voice of America transmissions some 30% or more, it is believed, although the amount of programming would not be affected. Only multiple frequency use would be curtailed. Some programs have used as high as 18 channels. Seven and eight are now used often.

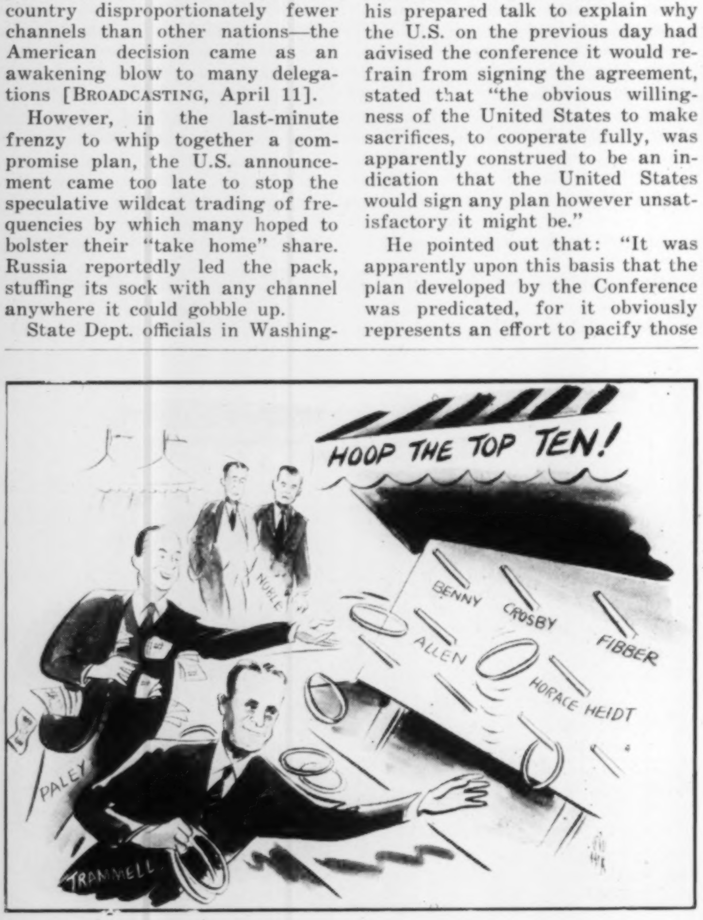
The Russians walked out of the conference during Comr. Sterling's criticism of that country's use of the radio jamming technique to prevent the free exchange of information. They were followed by the satellite delegations. But first they had unsuccessfully tried to halt his speech by shouting, desk-pounding, debates and motions for balloting to decide whether to allow the FCC member to continue. Comr. Sterling finally submitted the remainder of his talk on technical criticisms as a written document and the Soviets were later persuaded to return.

Charges 'Jamming'

Comr. Sterling charged that "the Soviet Union has followed a consistent practice of deliberately interfering with or 'jamming' the high frequency broadcasts of other countries, particularly those of the United States." He said that during the war he was in charge of FCC's Radio Intelligence Division, seeking out clandestine enemy transmitters and "jammers," which, he said, "is the name given . . . to that willful, pernicious, evil and wasteful practice among the cynical of obstructing the reception of a given radio transmission through the superimposition of many carriers on the same wave lengths."

He said that since February 1948 U.S. transmissions to the Far East for Soviet consumption have been jammed and there is proof to show that "the sources of the interference are located within the Soviet Union." He stated the "in-

(Continued on page 78)



FREQUENCY JUMPS *Fears Expressed At Chicago*

(Also see story page 93)

FEARS of chaos and high costs for U. S. broadcasters if Cuba or other nations start indiscriminate frequency use highlighted discussions of the North American Regional Broadcasting Agreement situation at the NAB Convention in Chicago.

The convention went on record with a resolution urging the State Dept. to recognize the "extreme urgency," obtain an extension of the expired NARBA's provisions, and exercise "positive, strong leadership" at the forthcoming conference to negotiate a new NARBA. This is slated to be held in Canada in September.

The resolution foresaw an "imminent possibility of serious interference problems which affect numerous stations in the U. S."

NAB voted to offer its "policy, legal and engineering" services to the State Dept. and FCC in connection with preparations for the NARBA conference, after the clear-channel question has been settled by FCC.

The NARBA situation was explored at length in meetings of the NAB-NARBA Committee and in numerous informal gatherings.

If Cuba or any other nation starts "frequency jumping" even on a small scale, it was pointed out, the result can be substantial expense for U. S. stations on those and adjacent frequencies. They might find it necessary to make major changes in directional operations, which would mean substantial expenditures.

Text of the NARBA resolution:

WHEREAS the NARBA no longer exists for failure to extend the Interim Agreement beyond March 29, 1949, and

WHEREAS there is the imminent possibility of serious interference problems which affect numerous stations in the United States;

NOW THEREFORE BE IT RESOLVED, That the National Assn. of Broadcasters call to the attention of the Dept. of State the extreme urgency of the NARBA situation;

That the NAB urge the Dept. of State to take appropriate action in the interests of the billion dollar U. S. broadcasting industry (1) by obtaining an extension of the provisions embodied in the Interim Agreement until such time as a new NARBA may become effective; (2) by formulating proposals to be presented to the forthcoming NARBA Conference in Canada consistent with the interests of American broadcasters and (3) by exercising positive, strong leadership at the Conference.

That upon solution of the clear channel problems, the NAB form a coordinated industry policy respecting NARBA; and

That the NAB offer its services—policy, legal and engineering—to the Dept. of State and the FCC for assisting in preparation of United States position to be presented at the forthcoming NARBA Conference.

TOM CLARK

Radio's Service Lauded

ONLY RADIO can bring understanding and brotherhood to the world and promote peace and human values, Atty. Gen. Tom C. Clark declared at an NAB Convention luncheon Tuesday.

"One of the greatest tragedies of our time is the enforced 'deafness' and 'blindness' imposed upon millions of peace-loving people in totalitarian countries," he said. "But no iron curtain, no totalitarian state, no tyrannical dictators can hush the voice of radio for long. It will transform a cold war into living peace. It penetrates all barriers, and is the most effective weapon in bringing truth and understanding among men."

Mr. Clark commended American broadcasters for their awareness that "the battle for freedom has no armistice—no rest period." NAB has demonstrated this, he observed, through participation in the Voice of Democracy, "which reaches far beyond the status of a mere oratorical contest when spoken into the microphone."

"You enjoy an enviable position," he told the delegates. "As representatives of a vital industry, still growing, you bring education, entertainment and good cheer to millions each day. You send your messages quickly to the firesides of the people in the villages, the hamlets, the towns and cities of the far-flung reaches of the nation, and of the world."

Stresses Responsibility

The attorney general noted that while radio's opportunity is great, "equally great is its responsibility." He urged that broadcasters "exercise their opportunity well; follow high standards rigidly; serve the people by making available programs that will reflect credit on the industry."

"Today, in 1949, freedom weeps as falsely accused individuals stand before courts in some foreign lands—courts supposed to be tribunals of justice—from which they receive no justice, only brutal injustice," he asserted. "These lessons of history must be brought home to every living person. Radio alone can do this job."

Mr. Clark likened the universe—with radio—to "one big city." By nature, persons become endeared to one another through communication, he said.

"The technology of this modern age must advance and serve humanity, not wreck it," he declared. "Americans are determined that it shall be used for world progress. They will not fail a world yearning for harmony and peace."

Honors Pioneers

The attorney general paid tribute to radio's pioneers for their "heart-breaking and back-breaking work," noting that history records a "slow and tortuous progress in the attempts of men to communicate with each other at a distance."

"In this staggering, unfolding, revealing, scientific age, came radio, the greatest of all mediums of communication ever known or used by man," he said. "And your fine NAB is one of the results of the efforts of men to draw closer together through communication."

"Never in the history of our country has it been so important that we point the way to a better world—one filled with understanding and friendship among men. Our citizens want to send forth into the world rays of good will and happiness for all. Your airways carry such messages. When the liberty and dignity of the individual are everywhere respected and protected, then only will we have achieved universal amity."

Mr. Clark at the luncheon.

* * *

Seated at the speakers' table as Atty. Gen. Clark spoke were several prominent midwest jurists, as well as members of the NAB board.

No Corpus Delecti

ATTY. GEN. CLARK departed from his prepared text at Tuesday's NAB luncheon meeting in Chicago to discount rumors that television will eliminate sound radio.

"Those who prophesy that Miss TV will supplant radio in the future are as wrong as the pollsters were last Nov. 2," he said. "Sound broadcasting is here to stay."

SALES CLINIC

Independents Plan Outlined

A PLAN for cooperative promotion and sales by groups of the nation's unaffiliated stations evloved in the "plain talk" sessions of the independent broadcasters April 10 at the outset of the NAB Management Conference in Chicago.

The independents voted to ask NAB to appoint a committee to canvass the possibilities and discuss the plan with station representatives.

Calvin J. Smith, president of KFAC Los Angeles, offered the suggestion that "similarly specialized" stations band together in a joint sales program.

A modified approach was advanced by Patt McDonald, general manager of WHHM Memphis, who said he was identified with a group of "independent metropolitan stations" who propose to hire a single sales agency to represent them. He suggested that medium-market independents might also band together and that small-market stations might form their own group in the same way.

Criticism of the way independents generally are handled by station representatives was evident in the session. Mr. Smith pointed out that "it is impossible for all employes and contact men of a station representative to be thoroughly familiar with each station he represents." He continued:

> **If classical music stations could be developed in perhaps 20 leading cities and all be represented by a single sales agency of some sort I feel certain that effective national sales would result. The same would be true in any other field of specialization. Either the stations could set up their own sales units or the representative picture could realign itself so that a semblance of sales efficiency could result for the independent station.**

Some Skepticism

There was some skepticism over the prospects of finding enough "specialist" stations. But it was noted that there are some 200 or more foreign-language stations, for example, and Mr. Smith felt that the advent of television would build a trend toward specialization generally.

The cooperative plan was advanced at the end of a session on specialized programming called "How to Steal an Audience." Panel members, under the direction of Ted Cott of WNEW New York, chairman of the Unaffiliated Stations Committee, were Mr. Smith of KFAC, which specializes in "good music"; Bill McGrath of WHDH Boston, a sports and music station; Ralph Weil of WOV New York and Robert O. Miller of WSBC Chicago, foreign-language stations; Mr. McDonald of WHHM, which specializes in cowboy music, and Elliot Sanger of WQXR New York, which emphasizes "good music."

The panel members sketched their respective operations and the reception they get from listeners. Tune-in to foreign-language programs has increased 29% since 1943, Mr. Weil reported. Block and mood programming, the handling of record shows, problems posed by announcers, and methods of selecting a station specialty were discussed in detail.

Meanwhile the independents adopted—with three dissenting votes—a resolution endorsing the Daytime Petitioners Assn.'s pending petition for a change in FCC rules to permit daytimers now on six Mexican 1-A channels to operate fulltime.

The resolution was offered by J. S. Booth of WCHA Chambersburg, Pa., after the DPA petition was explained by Howard B. Hayes of WPIK Alexandria, Va., president of the association. Mr. Hayes quoted FCC as saying fulltime operation by the 106 stations on Mexican channels would be feasible. Mexico's current operation on 540 kc, without international agree-

(Continued on page 76)

NAB RESEARCH Committee at Monday meeting (l to r): Carl Burkland, Radio Sales; C. Meryl Sullivan, NAB; Oscar Katz, CBS; Earl W. Winger, WDOD Chattanooga; Kenneth H. Baker, NAB; George D. Coleman, WGBI Scranton, Pa.; Dietrich Dirks, KTRI Sioux City, Ia., chairman; H. M. Beville, NBC; Edward Evans, ABC; Charles C. Caley, WMBD Peoria; E. P. H. James, MBS. Committee surveyed current problems.

THE SUBJECT is Mutual as Edgar Kobak (l), retiring president of MBS, and Frank White, his successor, get together at the NAB Convention in Chicago. Mr. White leaves the presidency of Columbia Records Inc. to become president of Mutual on May 1 (see Respects Sketch, page 54). Mr. Kobak is entering the business consulting field, with Mutual his first client.

AT NAB independents' meeting luncheon were (l to r): Edward G. Thomas, WFTW Fort Wayne, Ind.; Harold H. Thoms, WEAM Arlington, Va.; George Udry, WSIV Pekin, Ill.; Emil L. Pranloni, WSIV; R. B. McAlister, KICA Clovis, N. M.; James R. Curtis, KFRO Longview, Tex. NAB President Justin Miller was principal speaker at the luncheon (see story page 26).

CATCHING up on industry and social talk during NAB Convention are (l to r) Pat Williams, WING Dayton; Otto Brandt, ABC national director of station relations; Bill Wiley, ABC station relations; Henry Johnston, WSGN Birmingham; Lee Jahncke, ABC vice president in charge of station relations.

GETTING together prior to ABC Stations Advisory Committee meeting in Chicago April 10 are (l to r) Robert Kintner, ABC exec. v.p.; Frank Marx, v.p. in charge of engineering; Roger Clipp, WFIL Philadelphia and Stations Advisory Committee chairman; E. K. Hartenbower, KCMO Kansas City.

TAKING IN independents' sessions at Chicago were (l to r) H. S. Killgore, Collins Radio Co.; Charles Kibling, WFIR Danbury, Conn.; Leonard H. Marks, radio attorney; A. W. Marlin and Ralph Wentworth, BMI; Ed Spence, former NAB secretary-treasurer and broadcaster. Unaffiliated stations members attended an all-day session Sunday, April 10 (see story page 26).

LENDING willing ears during cocktail party and luncheon given by Taylor-Borroff at Chicago's Racquet Club April 10 coincident with NAB Convention are Lowry Crites (l), General Mills, and John Karol, CBS New York. ➡

AT RAYTHEON booth in NAB exhibit hall are (l to r) Adrian Van Santen, firm's Northwestern representative; A. J. Mosby, KGVO Missoula, Mont.; Ray Ellis, Ratheon vice president; Ben Farmer, firm's Chicago representative. Mr. Mosby completes purchase of a Raytheon 5kw transmitter.

OTHER Taylor-Borroff guests included (l to r) Howard Dahl, general manager of WKBH La Crosse, Wis.; James M. Gaines, NBC director of owned and operated stations, and Eugene Carr, radio director of Brush-Moore stations. The representative firm's party was one of the many sidelights of the NAB's 27th annual convention. ⬇

CLEAR-CHANNEL PUBLIC SERVICE IS A WORLD INFLUENCE FOR PEACE AND HUMANITY

IN its quarter-century history, the radio industry has furnished many examples of distinguished public service in times of crisis. Almost every community has had its flood, hurricane or disaster, during which its radio stations have pitched in wonderfully and successfully.

WHO is proud to have shared in many such epics of public service — is still prouder, however, of a *continuing* service we have now been rendering for *over three consecutive years:*

In December, 1945, WHO spotted an international emergency of hunger and poverty in Europe—began telling its listeners about it three nights a week, from 10:30 to 10:45, on our local public-service feature, "The Billboard." WHO listeners *in 39 states* responded immediately, sending parcels to European families whose names were supplied by WHO. For three years the response has *continued.* To date, more than 260,000 packages from 41 states have gone to 8 European countries, and now *(480 programs later!)* the response is *still strong and steady!*

This remarkable record is proof of WHO's listener-acceptance and confidence, based on many years of sincere good service. It stands to reason that such confidence is also conferred, in large measure, on the products advertised over WHO, and on the people who make them.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

FCC, FTC FUNDS

Budgets Pass House

By JOHN OSBON

(Also see story page 80)

AN INCREASE of $175,000 over current FCC expenditures and salary boosts of $2,000 for each of the incumbent commissioners were provided in a bill reported by the Appropriations Committee and passed by the House last Thursday before adjourning for a ten-day recess.

Other highlights of the measure, which now goes to the Senate:

- Limitations on personal services in the District of Columbia were deleted looking toward liquidation of the Commission's backlog of work on station applications.
- Funds required for processing of applications are excepted from the Apportionment Act, enabling FCC to spend funds without regard to apportionment and to expedite action on applications.
- FCC must submit a report to the Committee by Jan. 1, 1950, detailing progress in clearing up its backlog.
- FCC's legal and administrative divisions are overstaffed.

The bill allots $6,525,000 for FCC salaries and expenses, an increase of $175,000 over the current budget but $108,000 below estimates for 1950.

Pointing out that the Commission had 1,349 employes on its rolls as of Feb. 21—with 58 vacant positions—the committee noted there would be "considerable savings" during the current fiscal year. Assuming a similar situation extended throughout the next fiscal year, a "rather substantial reduction" could be made in 1950 estimates, it said. Some reduction in activities of the legal and administrative groups "should be made," the committee felt.

Backlog Emphasized

Special stress was placed on FCC's file of unprocessed applications on stations and for safety and special service licenses, "many of them pending for more than a year."

In hearings before an appropriations subcommittee, FCC said it regarded as "current" broadcasting applications acted upon within a six-month period and those for special service and safety within a 30-day period.

Removal of any limitation on the number of the employes the commission can have in the District of Columbia was regarded by the full committee "as of assistance in expediting action on applications." In addition, it will give "more flexibility to the appropriation."

"It is the intention of the committee that services in connection with radio monitoring and other field operations shall be diminished and that funds saved through this means shall be applied to use in connection with application processing," the report stated.

The overall bill contained recommended appropriations for 29 independent agencies and the Executive Office for the fiscal year ending June 30, 1950. Overall total urged is $7,104,571,603 as compared to 1950 budget estimates of $7,775,566,830. Total sum recommended, with contract authorizations, is $7,576,886,231 as compared to estimates of $8,311,566,830.

Included were recommendations to increase also the salaries of present commissioners of both FTC and SEC to $12,000.

FTC was voted $3,450,000—a boost of $1,965 over 1949 and $289,000 less than the budget estimate. The reduction was applied in substantial part to employes of the Bureau of Administration, which the committee felt was "greatly overstaffed." SEC came in for an appropriation of $5,750,000—a decrease compared to both its 1949 amount and budget estimates.

An amendment by Rep. Joe L. Evins (D-Tenn.) to restore FTC's allotted sum to the original $3,739,000 requested was overwhelmingly defeated after prolonged debate. Rep. Wright Patman (D-Tex.) warned the cut from the estimate was "too drastic and is a devastating blow striking at the heart of an agency" which deals in anti-trust legislation.

Rep. Francis Case (R-S. D.), member of the appropriations subcommittee, countered, however, by pointing out that the commission was still getting more money than at present and that "if cuts are applied where the committee says they should be, they won't hurt FTC's anti-monopoly work." He said the curtailments merely were to be applied to "housekeeping" or administrative activities.

FCC's total salary-expense increase actually amounted to $215,000 which takes into consideration an item of $40,000 for printing and binding, incorporated in salaries and expenses in 1950 budget estimates. Trust account appropriations for settlement of telecommunications settlements were maintained at the present 1949 level of $200,000.

Breakdown on FCC's allotment includes commissioners' salaries; stenographic reporting services; special counsel fees; health service program; payment of claims; improvement of grounds and building repairs; purchase of not more than 15 passenger motor vehicles for replacement only; travel expenses, and printing and binding.

Bill provides that grounds improvement and building repairs do not exceed $17,500, and that travel expenses be limited to $94,000. In light of 1950 travel estimates, FCC was cut $1,500.

Trip Date

During subcommittee hearings, the Commission was asked to furnish a financial accounting of all out-of-town trips since July 1948, as well as detailed information on the nature of the visits [BROADCASTING, March 14]. FCC told the group its actual expenses for fiscal year 1948 (July 1947 to July 1948) amounted to $90,811. Estimates were put at $100,000 for 1949 (present period) and $95,500 for the upcoming fiscal period.

While the House measure called for commissioners' salaries of $12,000, two other bills were pending last week in the legislative mill. Each calls for increases of $6,000 for heads and assistant heads of independent agencies.

A House bill (HR 1689) was reported out of the Post Office and Civil Service Committee with amendents cutting proposed FCC-FTC-SEC commissioner salaries from $17,500 to $16,000. Measure was placed on the House calendar.

On the Senate calendar "companion piece" legislation was placed making provisions similar to those in the House bill. Commissioners' salaries also were scaled from $17,500 to $16,000 through amendments reported last month by Sen. Herbert R. O'Conor (D-Md.). Bill (S 498) was originally introduced by Sen. Scott Lucas (D-Ill.), Senate majority leader.

Another measure (HR 4169), establishing a standard schedule of rates of basic compensation for certain employes in independent agencies, as well as in the executive departments, was introduced in the House by Rep. Tom Murray (D-Tenn.) last Monday and referred to the Post Office and Civil Service Committee. Known as the Classification Revision Act of 1949, the bill would repeal the Classification Act of 1923.

Legislation that would give nearly 8,000 classified employes of the District government a flat raise of $330 each, also was reported out of the House Civil Service Committee.

The House voted to recess until April 25.

MBS Has Two Chiefs

MUTUAL is said to be the only network in history with two presidents. Edgar Kobak's term does not expire until April 29. Frank White was hired by the MBS board as of April 8.

FCC HEARINGS

New Calendar Released

INDICATION that FCC's backlog of hearing cases is being slowly whittled down is contained in the hearing calendar for May through July released by the Commission last week.

Some 108 AM and FM applications were included in the schedule. This is a reduction from 238 applications which previously had been set for hearing last fall when the Commission announced its long-term calendar [BROADCASTING, Oct. 4, 1948].

The new calendar includes all AM and FM applications designated for hearing after Sept. 1, 1948, and prior to March 25 of this year. About a half dozen hearings listed in the previous schedule, which have been continued to dates in May, June or July, are not included in the new calendar. However, some 15 cases rescheduled by FCC are listed.

The calendar does not include the 181 television applications designated for hearing because of the Commission's *status quo* policy in that field pending solution of the reallocations problem. Some 50 AM cases continued indefinitely because of the clear channel and daytime skywave proceedings also are not listed.

As of April 6 the Commission had 427 AM applications pending, of which 253 were in hearing or designated for hearing; 100 FM requests pending, with 29 in hearing, and 323 TV applications pending. As of Oct. 1 last year the Commission reported 312 of 545 AM pending applications in hearing, 36 of 84 FM requests and 186 of 304 TV.

The applications scheduled for hearing include the following, as listed in alphabetical order by the FCC.

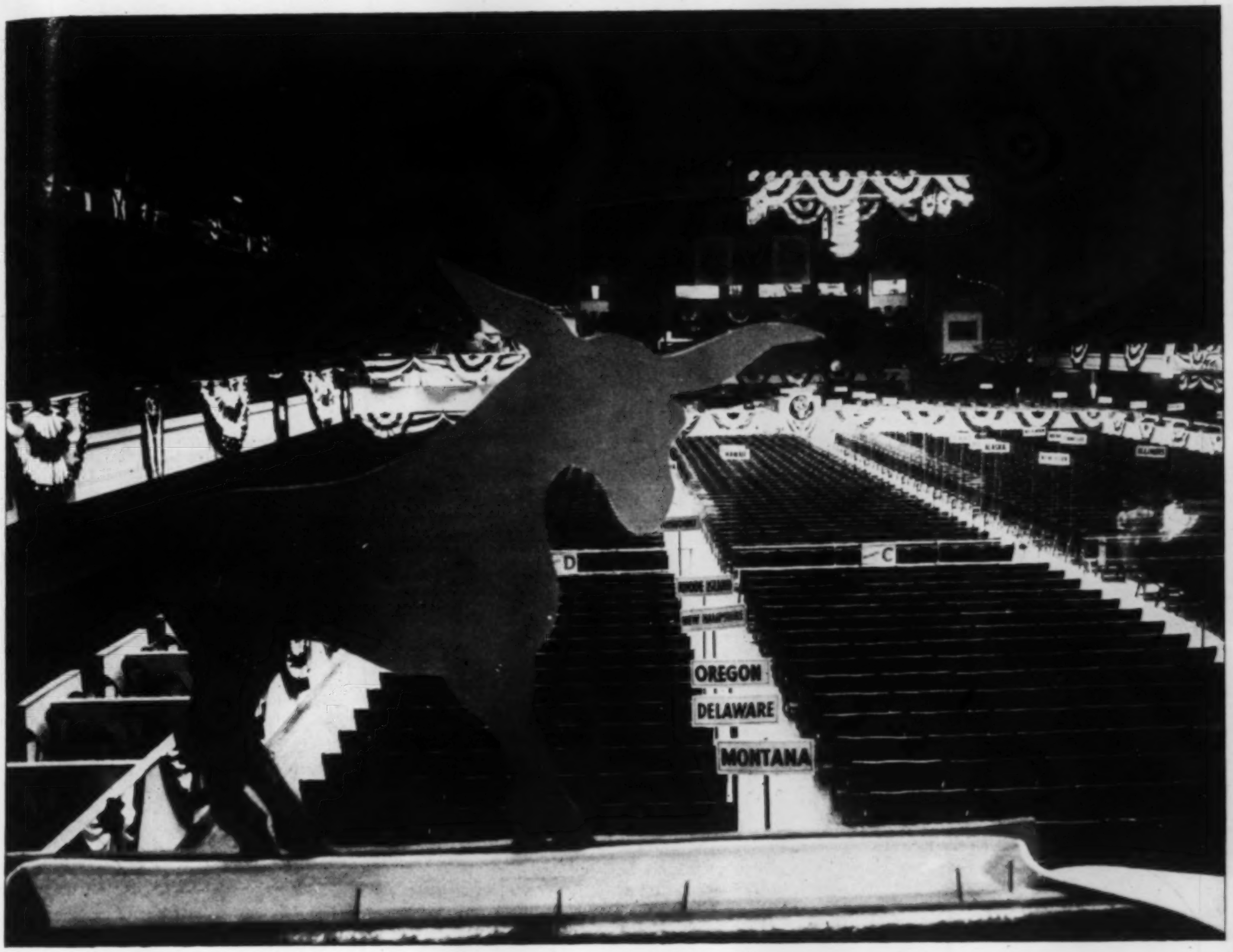
ALPHABETICAL listing shows (in order) applicant, docket number in parentheses, type of service involved (frequency given in AM cases), hearing date, and location of hearing.

Symbols are: AL-assignment of license; AP-assignment of permit; L-license; BS-order to show cause; FM-frequency modulation; ML-modification of license; MP-modification of permit; PED-non-commercial education FM; R-renewal; TC-transfer of control.

A

Afro-American Bcstg. System Inc., Hopkins Park, Ill., (9194), 610 kc, June 13.
Allen, Helen Ruth, Executrix of Estate (KGIL), San Fernando, Calif., (9250), TC, June 22, Field.
All Nations Bcstg. Co., Boston, Mass., (9077), 1390 kc, June 22.
Andrews, L. W., Inc., Davenport, Iowa, (8599), 1580 kc, June 23.
Angelus Bcstg. Co., Temple City, Calif., (9115), 760 kc, May 23.

(Continued on page 98)



"Ladies and Gentlemen..."

Here's the Convention Hall at Philadelphia before any of the "b'hoys" showed up. Not a timely picture, but it makes a darn good point.

It's useless to talk to an empty house. *It takes audience to give meaning to any message.*

If you remember that when you buy radio in Baltimore, you're bound to end up with W·I·T·H. This is the station that gives you audience—big, steady, interested audience at rock bottom cost-per-listener.

W·I·T·H is the big bargain buy because it produces more listeners-per-dollar than any other station in town. So if you want to produce BIG results for a LITTLE bit of money, call in your Headley-Reed man and get the full W·I·T·H story today.

W·I·T·H
AM Baltimore Maryland **FM**

Tom Tinsley, *President* • ***Represented by*** Headley-Reed

A Service of Broadcasting Newsweekly

TELECASTING

APRIL 18, 1949

TELEVISION SESSION

Impact, Future Covered

ONE-MINUTE TV spot is equal to a 600-line newspaper ad in impact, Terry Clyne, vice president of the Biow agency, declared Wednesday in a television panel session that closed the NAB Convention.

"If a half-hour AM program is equal to a page ad, as is often said," he added, "a half-hour TV program should be worth three to six times as much."

Richard P. Doherty, director of NAB's Employer-Employe Relations Dept., disclosed meanwhile that the average size of television station staffs in the U. S. is 47 fulltime and 21 parttime workers. The figures were taken from a survey of 41 stations, excluding network outlets in New York. Average of the latter is 324 persons with a weekly payroll of $30,000, Mr. Doherty said. As a nation wide average he set a payroll figure of $4,230 weekly.

"The weekly payroll figure of $4,230 was basically in larger cities where prevailing wage scales are higher," he noted. "As stations spring up in smaller cities, the average will be lower. The fact television started in larger cities is an unfortunate handicap as the higher payroll figure sets a precedent for smaller cities."

NAB's labor expert reported that featherbedding is widespread in television stations with "many man-hours used that are not necessary." He observed that in training men and in "general groping around" stations use maximum man-hours during their first year.

Mr. Clyne said that "Television represents not only a promise but a threat to present things."

"But to AM station men it currently is like a two-headed horse, for they must prepare to ultimately meet TV's high costs and at the same time withstand diminishing returns from sound radio."

Predicting that broadcasters will lose more and more of the nighttime advertising dollar to television, Mr. Clyne recommended they enter the new medium "to get it back." He said many advertisers are planning to use both mediums, which will result in larger budgets.

Moderator of the TV discussion was George B. Storer, president of Fort Industry, who introduced Stanley Hubbard, president of KSTP and KSTP-TV Minneapolis-St. Paul, as first speaker on the panel. Mr. Hubbard, who regaled the delegates with tales of KSTP-TV's four-man remote crew, reported that "not one dime has been captured from AM" in the St. Paul market.

"All of our TV accounts are new business," he said.

Forecasting the demise of "marginal" AM stations, he maintained that "solid broadcasting will never go out." He disagreed with the popular notion that broadcasters should enter TV to protect their AM profits.

'Promising Business'

"You should get in television only because it is a promising new business, and if you don't get in someone else will beat you to it in your own town," he declared. "Of course, it is related to sound radio and you will find you are more experienced to cope with it than someone outside the profession."

Mr. Hubbard estimated that a "simplified, common-sense" operation could be started for $100,000, with no studio, no cameramen, and utilizing film to the fullest—"even for remotes."

Henry Grossman, manager of TV operations for CBS, strongly recommended on-the-job training for developing personnel, rather than outside schooling. He urged that AM and TV staffs be integrated.

Agencies "go by the book—they want to see the sets," said E. Y. Flanigan, vice president in charge of operations of WSPD-TV Toledo. "The agency people may love you in AM, but you'll have to win them all over again in TV," he asserted.

Mr. Flanigan believes there is new TV income to be found in every city.

Don Stewart of WDTV (TV) Pittsburgh, reported that his DuMont station is grossing $6,000 weekly and is "in the black." Seventy percent of the time sold is local. He said one of television's biggest talking points is that it surmounts language barriers. Bert Taylor, manager of transmitter sales for DuMont, forecast that TV station operators "will be tapped on the shoulder within a short time and told to move to another part of the spectrum."

Among the results of NAB's labor survey was the fact that of 41 stations contacted, only nine have unions. Mr. Doherty noted that unions don't recognize integration. He found no talent union contracts in effect.

Eats Product on TV

HERE'S a man who not only stands behind his own product—he prepares and eats it as well, in front of the all-seeing CBS-TV audience. He is Theodore Sander Jr., president of the American Maize-Products Co., New York. On behalf of his product, **Amazo** Instant Dessert, President Sander appeared on Warren Hull's TV show, 1-1:30 p.m. (EST), with mixing bowl, egg beater, bottle of milk and a box of the dessert. In exactly 30 seconds, while Mr. Hull timed him with a stop watch, Mr. Sander whipped up a bowl of the dessert, after which he and Mr. Hull devoured the concoction before the cameras.

TV WILL AID MOVIES

Balaban Predicts

TELEVISION played a prominent part Tuesday in the special stockholders meeting of Paramount Pictures Inc. The meeting was called in New York to approve a plan to reorganize the company into two separate businesses in accordance with a consent decree between Paramount and the Department of Justice.

The meeting itself was televised, with 35-mm films made of the televised images and then shown on a large screen. Barney Balaban, president of Paramount, said the system could produce a theatre showing within 40 seconds after the occurence of the event.

He also told stockholders that he believed television would help the motion picture business. He said so far there is nothing on the record definitely to show that television has hurt theatre attendance.

"There's a great deal of speculation about television as a threat to our future prosperity," Mr. Balaban said. "Television may turn out to be our companion rather than our antagonist.

"Just as radio developed some of our greatest personalities, such as Crosby and Hope, I believe television will be an important medium for the development of talent for motion pictures.

"It will also be an unprecedented facility for the showing of trailers in the home to stimulate the interest of those who are regular patrons of movies and likewise of those not regular patrons now."

Mr. Balaban went on to explain how Paramount pioneered in the development of theatre television. He said the Paramount 40-second system is especially adaptable to a motion picture theatre program because it can be run almost simultaneously with the photographing of the image from the television receiver, or can be fitted in later at a more appropriate point in the programming.

"Motion picture attendance has fallen off in the past on the evenings of broadcasts of some major events such as the addresses of the late President Roosevelt which kept people at home to listen," he said. "With our large-screen television, people need not stay home because they will know that they can see the regular program and the special events at the motion picture theatre."

The meeting resulted in stockholders approving a plan by which the producing and distributing of motion pictures by Paramount will be the function of one company while operation of motion picture houses will be the function of another. The two companies are to be formed within the next three months, but it is expected that it will take about two years before the entire reorganization is completed.

It was said that the producing and distribution unit plans to retain its interest in Allen B. DuMont Laboratories Inc.

TWO-AND-A-HALF-TON, 75-foot, five-bay super turnstile television antenna is hoisted to top of WKY-TV Oklahoma City tower. Eight workmen did the hazardous job, WKY-TV reports. Overall tower height is 968 feet.

OKLAHOMA TV

WKY-TV Studios Completed

INSTALLATION of permanent television equipment in Oklahoma City's Little Theatre of the Municipal Auditorium, which is to be used as studios of WKY-TV Oklahoma City, was to have been completed Friday (April 15), according to P. A. Sugg, WKY-TV manager.

Mr. Sugg estimates the station will be on the air by mid-May or June 1. WKY-TV's plans were delayed last November when a fire damaged much of the television equipment in the Little Theatre. But new equipment was obtained and redecoration of the studios has been completed.

The Little Theatre studio installation is one of two major projects to be completed before WKY-TV becomes a reality. The other is the preparation of the antenna which has been raised to the top of WKY's 968 foot tower. The transmitter is already complete.

Test patterns were tentatively scheduled to start April 15.

VIDEO MUSIC

ASCAP-NAB Continue Meet

TELEVISION committees of NAB and ASCAP will meet again tomorrow (April 19) to continue search for acceptable licensing formula for use of ASCAP music on video programs. Broadcasters would like to follow the radio license pattern. Music licensing group argues that different nature of TV makes this impractical. Limitations of video rights assigned to ASCAP by its members also complicate the problem, which is proving more difficult than anticipated. Both sides, however, are approaching it earnestly and meetings to date have been friendly despite the failure to find the right answer.

'RADIO IS DOOMED'

Aylesworth Sees Conquest by TV in 3 Years

"WITHIN three years the broadcast of sound, or ear radio, over giant networks will be wiped out." This startling prediction is made by Merlin H. Aylesworth, former president of NBC, in the current issue of *Look* magazine which went on sale last Tuesday (April 12).

"Powerful network television will take its place," Mr. Aylesworth continues, "completely overshadowing the few weather reports and recorded programs left to the remaining single, independent ear radio stations."

His views were rejected by FCC Chairman Wayne Coy at the NAB Convention in Chicago. Mr. Coy agreed that television will be the dominant radio force of the future but felt that Mr. Aylesworth's three years constitute an unduly short-term prediction (see story page 25).

But Mr. Aylesworth, now chairman of the executive committee of Ellington & Co., New York agency, offers hope for radio's top entertainers. "Stars who are now big in ear radio will be the best in television," he says.

Mr. Aylesworth says 1,600,000 American homes now have video sets and that by the end of this year, four million homes will have television. He predicts that by early next year a coaxial cable will connect the East and West Coast. "In other words," Mr. Aylesworth says, "the television set is becoming a necessity, not a luxury in the home."

Network television will be handled by five major networks, he believes—ABC, CBS, MBS, NBC and DuMont. "And they'll soon reach wherever you are."

Regarding television's effect on other types of entertainment, Mr. Aylesworth believes that it will increase rather than cut down interest in sports, movies and stage productions. The newsreel as it is today, however, he says, is doomed. "Newsreel companies will now make different reels for each night—to be sold to different sponsors."

Film Will Dominate

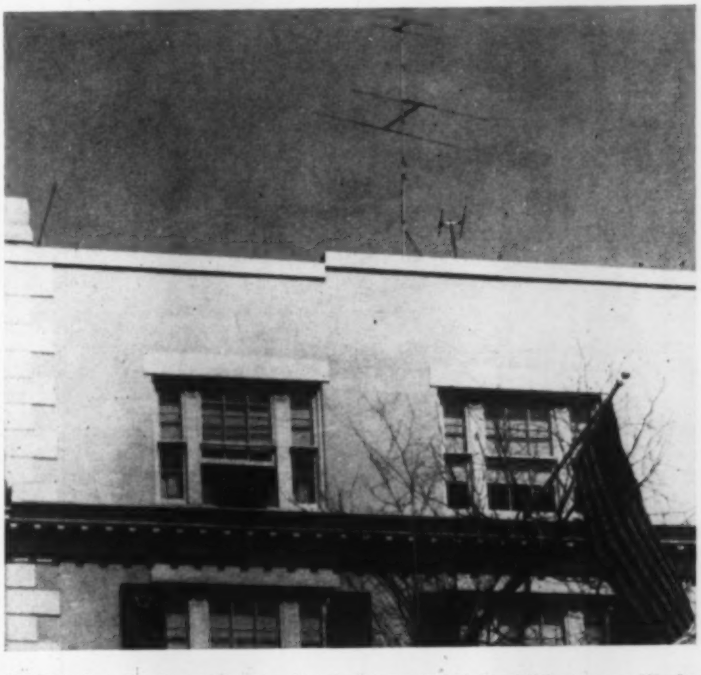
Television programming will be of a wide variety, he predicts, but "of all programs on television, the biggest single type will be movie film. Eventually, I feel, up to 50% of all television shows will be film."

"I've heard considerable gossip about coin gadgets to have televiewers pay the costs of television," Mr. Ayleswort writes. "But it won't work. It will be the sponsor who pays the bill for television programming."

Economically, he believes that television "may well be the shock absorber in the national economy." He predicts that it will soon become a $6 billion industry and one of America's ten biggest enterprises.

In summing up the effects which television will have upon the public, Mr. Aylesworth lists the following:

1. It will increase the number of sports fans and build up attendance at sports events.
2. Educators will find it a big boon in teaching people of all ages.
3. It will bring religion to more non-churchgoers, will encourage more attendance at church.
4. It will increase the number of movie fans and send more people into the movie theatres.
5. It will provide another big industry for American job-holders.
6. Just as ear radio helped increase literacy in this country, television will increase the numbers of readers of good books, good magazines, good newspapers.



PROOF that President Truman is television-minded is visible to any Washington tourist who glances toward the roof of Blair House, the President's home while the White House is undergoing repairs. No fewer than three TV antennas decorate the roof of that historic home.

RANKOW

TV 'Cities' Plans Stymied

A MULTI-MILLION-DOLLAR plan to construct two mammoth television "cities" received a setback Wednesday when the originator of the idea, Norman N. Rankow, New York promoter, was enjoined from securities transactions in New York state.

The injunction order was signed by New York Supreme Court Justice John E. McGeehan, after a complaint by Attorney General Nathaniel L. Goldstein. John Trubin, assistant attorney general, filed the affidavit.

Affidavit alleged that Mr. Rankow was the president of World Television Studios, incorporated by him in 1945, and of Video City, incorporated in 1948, that he induced 35 persons thus far to back building programs for these corporations with $35,000. This money has now been spent by Mr. Rankow, it was said.

The World Television Studios was to take form on 300 acres in Queens, New York, at a cost of $75,000,000. It was to consist of 89 buildings, including 24 studios for telecasting and film making.

The Video City project was to be just west of Times Square, on an undisclosed block, with the cost unspecified. It was described as a proposed 72-floor skyscraper 900 feet high.

Mr. Rankow told BROADCASTING the setback would not terminate his efforts on the projected developments. He denied that he had ever violated the law, asserting that since he never sold stock to the public he could not be violating the securities law.

Small TV Projector

A TELEVISION picture 3 x 4 feet and projected from a small cabinet on a conventional home movie screen was shown at a preview in New York by North American Philips Co. Inc. Pieter Van Den Berg, president of the company, said the system was being made available to set manufacturers and that he believed it could be retailed for about $600. The system makes use of the Philips Protelgram projection device, in which a 2½ inch cathode ray tube is used. The large-screen system required only a slight modification of the Protelgram system used in conventional cabinets with built in screens featuring screen sizes equivalent to 20 and 16 inch sizes.

Telestatus

Business Analysis March 6-12

(Report 55)

TELEVISION SPONSORSHIP passed the 1,000 mark in March. As the ranks of its sponsors grow, television operators have reason to carry a smile of confidence while others in allied fields may be wearing a new, worried look.

Exactly 1,023 advertisers—network, spot and local—used the newest media during the week, March 6 through 12, according to the Rorabaugh Report on Television Advertising, monthly publication of the N. C. Rorabaugh Co., New York. The report contains data on 55 commercial stations in 30 markets.

These advertisers paid $2,085,744 to get their sales messages to the estimated 1,500,000 TV homes in March. Of this amount, $818,198 was in network time costs; $734,705 in spot; and $532,840 in local time, bought by local advertisers. The first quarter volume of TV business is estimated at $5,240,655.

Figures for January and February are compared with March in table I.

Spot is the prominent revenue producer in TV, outdistancing network advertising by more than $300,000 in the first quarter. In March, network advertising gained the edge over spot in dollar terms, and it is yet too early to determine which category of advertising will be the leader in the final adding up for 1949.

Most of the March increase in accounts was at the local level—only four new sponsors appeared on the networks and two were added to the list of spot advertisers. Local advertisers continue to grow rapidly—increasing by 102 in a single month. (See Table II.)

About 70% of TV advertisers are local. Another 25% are spot advertisers — the remainder network.

Local Advertising

TV's 711 local sponsors are topped by the radio and television dealers—103 of the 711 accounts are in this category. Close behind in sponsorship are auto dealers and service establishments, with 92 accounts; food and restaurants, 80; and apparel stores, both men's and women's, with 78 individual local advertisers. (See Table III.)

But local TV advertising is a wide-ranging field. It includes representatives of every product classification—from industrial steel to diaper service. The programs they sponsor encompass such divergent entertainment as dog shows, art lessons, cartoons, and economic commentary.

The bulk of this advertising is, of course, in announcements, time signals, weather and participating programs. Local stations in the throes of opening their telecasting schedules, have only just begun to develop the kind of local variety, dramatic, comedy and quiz programming that characterizes local AM broadcasting.

With talent and time costs far greater than the advertiser pays in radio, the broadcaster and the agencies placing TV accounts locally must cooperate to develop entertainment programming that is within reach of the local advertisers' budget.

Ways and means to do this are being found. Through film, through well-conceived local shows, more and more full length programming in 15-minutes or half-hour segments is being sponsored by local advertisers.

Sports programming is still the most dramatic, entertaining programming available to the local broadcasters. And they have made use of it—buying a total of 98 hrs., 11 minutes of sports remote broadcasting during the sample week in March. Local sponsorship is also heavy in news, household and women's programming, and includes some variety and music programming. Most of the variety shows and the shopping, cooking and household hints programs are participating shows with five or more advertisers footing the bill.

Spot and Local Programming

Spot and local accounts combined purchased 259 hours, 13 minutes of video time in the week. Of this total, 107 hours was remote (principally sports), 60 hours was live studio programming, and 60 hours were film showing. Another 18 hours was combination film and live telecast, and the remainder used slide live or films in combination. (See Table IV.)

The 60 hours of live programming is the highest yet achieved on local sponsorship.

Thirty-nine of the 259 hours were bought in the form of announcements. Of this time, three hours was weather announcements, five hours time signals, and the other 31 hours straight commercials. Most of the commercials are film commercials. About 27 of the 39 hours of announcements were presented on film.

Film telecasting, aside from these commercial announcements, was chiefly dramatic or sports reels. The live programming was variety, household hints, cookery or children's programming.

Biggest users of spot video were beer and wine advertisers, 55 accounts, and food advertisers, with the same total. Next most frequent spot users were confectionery and soft drink advertisers with 20 accounts. In network advertising, the advertisers are still the one, two or three big firms in each product category. For example, there were six apparel advertisers, four auto advertisers, five food accounts, seven radio and TV set manufacturers and five tobacco companies.

(Next week, TELESTATUS will analyze March network business.)

TABLE I
FIRST QUARTER TV TIME SALES

	January	February	March	1st Qtr.
Network	$ 349,859	$ 564,537	$ 818,198	$1,732,594
Spot	614,652	728,153	734,705	2,077,511
Local-Retail	387,065	510,655	532,840	1,430,560
Total	$1,351,576	$1,803,345	$2,085,744	$5,240,655

* * *

TABLE II
RECAP OF TV ACCOUNTS
(June 1948-March 1949

				ACCOUNTS		
Report of	Markets	Reporting Stations	Network	Selective	Local-Retail	Total
1948 June	11	20	14	76	144	234
July	16	26	14	113	153	280
Aug.	19	32	18	122	197	337
Sept.	19	32	21	119	236	376
Oct.	21	37	33	181	281	495
Nov.	21	37	37	216	373	626
Dec.	23	41	37	230	413	680
1949 Jan.	27	46	33	234	460	727
Feb.	30	54	45	265	609	912
March	30	55	49	267	711	1027

* * *

TABLE III
TV ACCOUNTS BY PRODUCT GROUPS

	Network	Spot	Local	Total
Agriculture	—	—	—	—
Apparel	6	14	78	98
Automotive	4	8	92	104
Aviation	—	—	—	—
Beer, Wine	2	55	5	62
Building Materials	—	9	20	29
Confectionery & Soft Drinks	1	20	13	34
Consumer Service	—	3	47	50
Drugs & Remedies	3	9	2	14
Entertainment	—	—	9	9
Food & Food Bev.	5	55	80	140
Gasoline, Oil & Fuel	2	7	5	14
Horticulture	—	—	5	5
Household Equipment	2	14	59	75
Household Furnishings	1	7	42	50
Industrial Materials	—	—	1	1
Insurance & Banking	1	6	23	30
Jewelry	—	4	22	26
Office Equipment, Stationery	—	3	4	7
Publishing & Media	—	2	18	20
Radios & Tv Sets	7	15	103	125
Retail Outlets	—	—	47	47
Smoking Materials	5	9	1	15
Soaps, Cleansers & Polishes	1	6	1	8
Sporting Goods	1	3	6	10
Toiletries	4	6	2	12
Transportation, Travel & Resorts	—	5	6	11
Miscellaneous & Unclassified	—	7	20	27
Total	45	267	711	1,023

TABLE IV

SPOT AND LOCAL PROGRAMMING

TYPE OF PROGRAM	Hours/Min.
Audience Part.	2:48
Children's	13:55
Discussion	:35
Dramatic	11:31
Educational	4:07
Fashion	3:39
Household Hints & Women's Prog.	11:44
Music	5:31
News	22:37
Quiz	6:59
Sports	108:49
Special Events	1:00
Variety	24:59
Announcements	39:25
Miscellaneous	1:54
Total Time	259:13

METHOD OF PRODUCTION	Hours/Min.
Studio Live	60:00
Studio Film	60:59
Live & Film	18:25
Live w/Slide	9:55
Slide, Live & Film	2:18
Film w/Slide	:28
Remotes	107:08
Total	259:13

TV SET figures reported to BROADCASTING during the past week:

Milwaukee area—21,589 as of April 1, reported by WTMJ-TV Milwaukee.

St. Louis area—25,500 as of April 1, reported by Union Electric Co. of Missouri.

Boston area—68,373 as of April 1, reported by WBZ-TV and WNAC-TV, both Boston.

Buffalo area—18,270 as of March 31, reported by Buffalo Niagara Electric Co.

New Set-Making Firm

RICHARD MATTISON, radio and television sales executive, has organized the Mattison Television and Radio Corp. to manufacture popular-priced radio and TV receivers. Production is under way at factory in Valley Stream, L. I. Executive and sales offices are at 30 Rockefeller Plaza, New York. Showrooms are open to the trade daily in Suite 1933, Mr. Mattison announced.

WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND

In Maryland it's WMAR-TV for results!

TV Success Story

THE FORMSTONE COMPANY

It will interest you to know that our spots on WMAR-TV have been of considerable value to us in conveying a part of our message that is difficult to explain on any other medium than television. This is our exclusive hand-sculpturing process for applying FormStone to exteriors and interiors. The skill and artistry of our process is quickly and effectively defined by the film showing the craftsman's hand in action.

We have received many favorable comments and DIRECT ORDERS from this advertising.

L. ALBERT KNIGHT

☆

Advertising Placed by
Shecter Adv. Agency
Jack L. Levin, Co-Principal
Old Town Bank Bldg.

TV Success Story

CENTURY SHOE REPAIRING SHOPS

As one of the very first advertisers on WMAR-TV I thought you would like to know that we are more than pleased with the results. Our television advertising has been placed exclusively on WMAR-TV and has been responsible for more favorable comment and direct results than any other medium of advertising that we have ever used.

S. NATHANSON

☆

Advertising Placed by
Dundon & Rosenbush
100 N. Eutaw St.

TV Success Story

BRAGER'S INC.
Eutaw St. at Saratoga

Our "Name It"* quiz program televised directly from our store over WMAR-TV since the first of the year, has drawn large audiences into Brager's, among them many new customers. Televiewers have written complimenting us on an interesting and entertaining show. Articles displayed on the program have had IMMEDIATE SALES, both in the store and by phone order. We want you to know that our WMAR-TV program has been highly satisfactory, as well as productive.

HELEN MITCHELL

*Copyrighted

☆

Advertising Placed by
Louise Waite
Advertising Agency
21 E. Centre Street

TV Success Story

FOX CHEVROLET SALES, Inc.
2020 Hanover St.

The number of comments admiring our WMAR-TV Spot have exceeded our fondest expectations. It seems as if almost everyone who has a television set must have heard our advertisement. The outstanding impression and surprise has been the number of people whom I never thought would bother to mention such things that have commented favorably on the spot.

For advertising potential, per dollar spent, this has proven to have been the best in our sixteen years at this location.

LOUIS J. FOX

☆

Advertising Placed by
Dundon & Rosenbush
100 N. Eutaw St.

These advertisements originally appeared in the Sunpapers, Baltimore, Md.

Represented by

THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

TV CONVERTERS

McDonald, Wilson Disagree

COMMDR. E. F. McDonald Jr., president of Zenith Radio Corp., took RCA Victor's Executive Vice President J. G. Wilson to task last week for saying high-band television converters can be built when high-band TV standards have not been fixed.

Zenith has been criticized on the same grounds in connection with its advertisements making high-band claims for its low-band receivers.

Mr. Wilson had said TV receiver obsolescence fears are "unfounded" and that suitable converters can be provided, but that it is impractical to design a high-band set until it is known which UHF channels will be available [BROADCASTING, April 4].

Commdr. McDonald quoted Mr. Wilson as saying "investigations have not reached the stage that will permit the establishment of commercial standards" and that "it has already been demonstrated that a suitable converter can readily be applied to sets now in use" to make them tune both VHF and UHF channels.

The Zenith head observed:

"I would like to know why Mr. Wilson leads the public to believe that converters will make present receivers work on the new frequencies, if he does not know what the standards are to be. He should know that if the present 6 mc standards are changed no converter will work on the new frequencies and none of the present receivers can be made to function properly on the ultra-highs. The answer to this question to me will be the answer to the soundness of his entire statement."

VIDEO PRODUCERS

Will Meet in New York

INDEPENDENT Television Producers Assn. Inc., New York, will hold its first annual meeting on Thursday, April 21. Members will elect officers for the coming year, and draw up a code of practices.

Mal Boyd, president of Television Producers Assn., Hollywood, will address the meeting, and will announce a full affiliation between the two associations.

Also to be discussed is the ITPA film series, *Showcase*, comprised of the best of each producer's output, which the group hopes to schedule shortly on one of the networks. The series, it was learned, is being considered as a summer replacement for sponsorship by a tobacco account.

Puppet Series

TELEPAK INC. has optioned 26 half-hour films featuring puppets for possible leasing to a national advertiser. Films were produced by a French company and Telepak hopes to sell package at $4,000 a week. It is understood that N. W. Ayer is interested in the series.

MARATHON AIDS CANCER FIGHT

Berle on 12 NBC TV Stations 16 Hours

Niles Trammell (r), NBC president, and New York's Mayor William O'Dwyer (l) wish Mr. Berle well at start of the TV marathon.

* * *

A 16-HOUR marathon performance by Milton Berle over 12 NBC television stations solicited contributions approaching $1 million for the Damon Runyon Memorial Cancer Fund, it was indicated on the basis of collections last week.

Mr. Berle, star of *Texaco Star Theatre*, (NBC-TV Tuesdays, 8-9 p.m.) began his marathon at noon April 9 and quit at 4 a.m. April 10. NBC figured the time of the marathon was worth $87,000 at card rates.

The star was assisted by an NBC staff in New York of 23 pages, 34 engineers, five electricians, 14 stage hands, four directors, six programming assistants, three secretaries and one night television program manager. Three hundred volunteer telephone operators were employed, and 30 showgirls and models assisted Mr. Berle in answering telephone calls.

Overtime salaries for its staff members accounted for an $8,500 out-of-pocket expense to NBC. This did not include straight salaries.

Stations carrying the telecast were WNBT New York, WBEN-TV Buffalo, WBZ-TV Boston, WRGB Schenectady, WPTZ Philadelphia, WNBW Washington, WBAL-TV Baltimore, KSD-TV St. Louis, WNBK Cleveland, WSPD-TV Toledo, WNBQ Chicago and WNHC-TV New Haven, Conn.

WBAL-TV claimed that on the basis of the number of television sets in use in the various cities it had the highest percentage response during the marathon. The station reported $57,351 in pledges for the cancer fund drive. WBAL-TV remained on the hour 17 hours—until 5:07 a.m.—to acknowledge donations.

P&G TELEVISION

Signs With GTE for 13 Shows

FIRM contract between Procter & Gamble Productions Inc. and General Television Enterprises Inc., calling for 13 television film programs of 26 minutes each, was signed April 8 [BROADCASTING, April 4].

GTE will lay out sums of $8,000-$12,000 in production costs but P & G will pay lesser sums. These to vary, based upon station use and re-use. Adventure stories drawn from fact and fiction will form basis of series titled, *Procter & Gamble Fireside Theatre*.

Gordon Levoy, president of GTE, has announced that production of the series will commence in the near future but, as BROADCASTING went to press, name of the producer had not been disclosed. Each of the 13 half hours will consist of two story units of 13 minutes each.

Contracts were signed by Mr. Levoy, William F. Craig, manager of television for Procter & Gamble, and Lewis H. Titterton, Compton Adv. Inc. vice president in charge of radio and television. Gil Ralston, P & G executive producer, will oversee the series.

TV vs. MOVIES

'Fortune' Reports

THE IMPACT of television on the motion picture industry though "in doubt," is covered in *Fortune* magazine's article "Movies: End of an Era?" which appeared in the April 1 issue.

"About it [television] there are two conflicting views: one that it will be in good part absorbed by the movie theatres; the other that it will bring the movie theatre into the home. Obviously if it does the latter, the public theatre will wane." That theatre-owning companies have bought into television is well known, and they "are confident" that large-screen television will "compete favorably for public attention against home television."

Phonevision, as the article points out, seems to be the only way to solve the financial problem of first run movie telecasts. "How can you amortize even a half-million dollar movie production on a free show?" "Producers", the article continues, "naturally like this idea [Phonevision], for it promises larger revenues than the theatre could provide; whatever happens, producers see television as a boom."

Movies, it concludes, are finally meeting competition from a medium which can do the same tricks that it can. "And here is a medium that has appealed first of all to that great juvenile audience, the obsession of the movie business."

WBKB TO CBS

Contract Starts Oct. 12

WBKB (TV) Chicago will become the key CBS television outlet in Chicago Oct. 12. Affiliation was announced last Monday simultaneous with an announcement from WGN-TV Chicago, that it had terminated a contract with CBS, effective the same date.

The WBKB-CBS contract was signed by J. L. Von Volkenburg, CBS vice president in charge of television; William A. Schudt Jr., CBS director of station relations; John Balaban, secretary-treasurer of Balaban & Katz, WBKB owner, and John Mitchell, WBKB general manager.

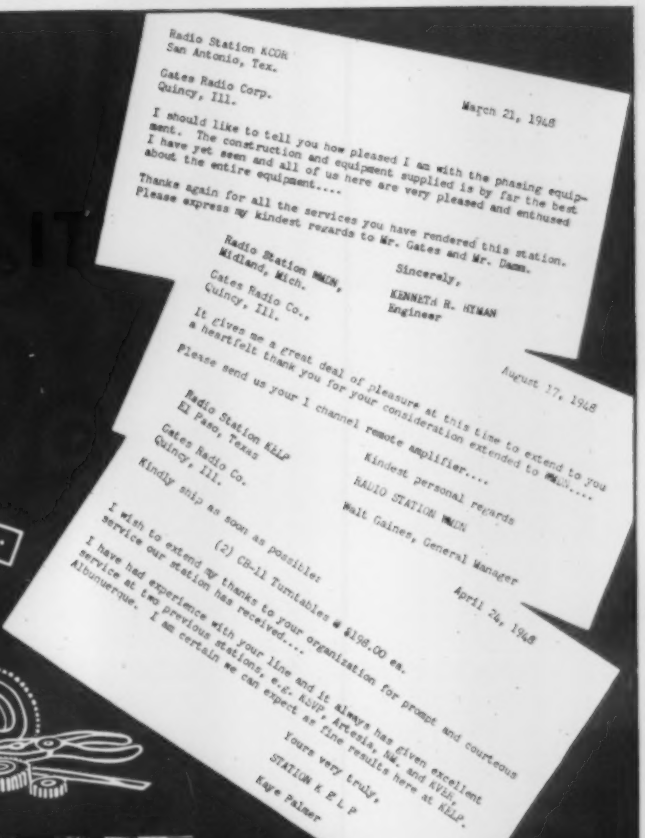
Under terms of the contract between WGN-TV and CBS, six months' notice was required to terminate their agreement. Negotiations toward an adjustment of contract differences between the two organizations began April 5. The original contract between the two corporations was signed last Nov. 8 under which WGN-TV "agreed to outlet CBS television programs until such time as the network obtained its own facilities or the agreement was terminated," according to a statement from Frank P. Schreiber, general manager of WGN Inc.

Prior to its agreement with CBS, WGN-TV had affiliated with DuMont Television Network. That contract remains in force, Mr. Schreiber said. "A conflict of program schedules between DuMont and CBS became a reality with availability of service from the three co-axial cables from the East," said a WGN-TV announcement. "Both the DuMont and CBS networks offered competing programs in the same time periods. It is understood that MBS will announce its television network plans between now and next fall."

After this statement was released, Ted Streibert, chairman of Mutual and president of WOR New York, disclosed the network will begin television operations "sometime in the fall." WOR will inaugurate TV operations in June, he said.

Lewis Allen Weiss, head of the Don Lee network who recently resigned as MBS chairman, previously had revealed his West Coast TV plans, but corroborated Mr. Streibert's statement that network TV will get underway by fall. New York, Boston, Chicago and Washington will be served by coaxial cable and the Don Lee network will use film, it was learned.

SERVICE AS You LIKE IT



Radio Station KCOR
San Antonio, Tex.

Gates Radio Corp.
Quincy, Ill.

March 21, 1948

I should like to tell you how pleased I am with the phasing equipment. The construction and equipment supplied is by far the best I have yet seen and all of us here are very pleased and enthused about the entire equipment....

Thanks again for all the services you have rendered this station. Please express my kindest regards to Mr. Gates and Mr. Damm.

Sincerely,

KENNETH R. HYMAN
Engineer

Radio Station WMDN,
Midland, Mich.

Gates Radio Co.,
Quincy, Ill.

August 17, 1948

It gives me a great deal of pleasure at this time to extend to you a heartfelt thank you for your consideration extended to WMDN....

Please send us your 1 channel remote amplifier....

Kindest personal regards

RADIO STATION WMDN

Walt Gaines, General Manager

Radio Station KELP
El Paso, Texas

Gates Radio Co.
Quincy, Ill.

April 24, 1948

Kindly ship as soon as possible:

(2) CB-11 Turntables @ $198.00 ea.

I wish to extend my thanks to your organization for prompt and courteous service our station has received....

I have had experience with your line and it always has given excellent service at two previous stations, e.g. KSVP, Artesia, NM. and KVER, Albuquerque. I am certain we can expect as fine results here at KELP.

Yours very truly,

STATION K E L P

Kaye Palmer

Engineering, production, stock and shipping—four major operations that provide you with "service."

Webster says, "Service—performance of labor for the benefit of another, or at another's command." He is right, but here we do not look at service as labor because we like what we are doing. Gates service is for the benefit of another too, you—the customer. Call your requests commands—but to Gates those requests make us feel good because we can then place the resources of a complete, specialized organization into speedy work to better each individual station and the broadcasting industry.

In other words—Service As You Like It!

Washington, D. C.	Gates Radio Company, 13th & E Streets N. W.	Tel. Met-0522
Houston	Houston Radio Supply Co., Clay at LaBranch	Tel. CA-9009
Atlanta	Specialty Distributing Co., 425 Peachtree St. N. E.	Tel. AT-4406
Montreal	Canadian Marconi Company, 211 St. Sacrament Street.	
Los Angeles	Gates Radio Co., 1589 McComas Ave., Pomona	Tel. LY-2-8010
Export	Westinghouse, 40 Wall St., New York City	Tel. WH-34321

Gates
Radio Company
Quincy
Illinois

IN '49 IT'S THE GATES LINE

UHF BAND

Tubes, Other Problems Aired

POWER to deliver 50 kw UHF television signals off the antennna can be generated as soon as someone will pay for the necessary tubes, according to Dr. Howard D. Doolittle, development engineer of Machlett Labs., which manufactures for Western Electric Co. These tubes should be capable of at least 2,000 hours service, he estimated.

Dr. Doolittle described four ways of operating tubes in the UHF field, where experimental work has been hampered by the high mortality of heating tubes due to heating. He outlined the tube situation at the NAB Engineering Conference in Chicago [BROADCASTING, April 11].

Dr. Thomas T. Goldsmith Jr., of Allen B. DuMont Labs., said UHF can be utilized to give good video service supplementing the present VHF band just as soon as technical bottlenecks in using these frequencies can be overcome. Speaking at the engineer's final forum Saturday morning he said experimental work in the UHF band would require a number of half-million dollar stations along with other costs which might be financed in part if the FCC permitted temporary commercial operation of UHF in some areas [BROADCASTING, April 11].

Previously Dr. Goldsmith had stated that powers as high as 500 kw might be required in large cities to provide satisfactory UHF service, with transmitters costing 25% to 50% more to provide the same power as VHF equipment. Pulse modulation would need perhaps 100 mc per station, he said.

He said technical refinements would be necessary to provide receiver stability and suggested the FCC had shown no intention of discarding the VHF band, leaving the way open for addition of converters to VHF receiving sets. The UHF band is less influenced by man-made interference, and ghosts are more severe but cover a smaller area, he explained. On the other hand he predicted the shadowing problem would be much more serious in the upper band.

WLWC TELECASTS

Baseball Contract Signed

TELECASTS by WLWC (TV) Columbus, Ohio, of all home games of the Red Birds, American Assn. baseball team, marks up a first for the club. WLWC has obtained exclusive rights for the 77 games scheduled.

Contract terms include telecasts of 54 night games and one twilight double header. WLWC also anticipates telecasts of special programs from the stadium. Tentatively scheduled are programs featuring participation by fans and one introducing players.

WOC-TV
THE BEST SEAT IN THE HOUSE

"SEE Yourself on Television" is the theme of this exhibit, prepared by WOC Davenport, Iowa, for the local Home & Food Show. WOC-TV's mobile unit was installed on the show grounds and the public was invited to be telecast. Paul Ives, WOC promotion manager, is at the camera, with Technician William Smith at the controls.

TV'S MUSICAL MATH

Set Sales+Sponsors=Higher Rates, Says Lindwurm

MUSICIANS will get more pay on television as more TV sets are sold and advertisers become willing to pay more for telecasting, Joseph Lindwurm, executive board member of New York Local 802, AFM, said in the current *Allegro*, the local's publication.

In making the statement, he explained that television rates were less than current AM rates because of the medium's present stage of development. The explanation was made while negotiations for increases in the TV rate were in progress. These negotiations have resulted in increases but the television rates still are less than the AM rates [BROADCASTING, April 4].

He indicated the importance of the television issue to Local 802 by stating that 95% of all musicians playing for video have been members of the local. He said the following local expenditures were made for musicians in January, exclusive of outside agency commercials:

WNBT (NBC)	$11,006.66
WCBS-TV (CBS)	8,218.00
WJZ-TV (ABC)	3,512.10
WABD (DuMont)	7,525.12
WPIX (Daily News)	2,842.80

He reported on recommendations made by Local 802 to AFM headquarters on the making of sound tracks for video films. Up to now, the federation does not permit such recordings. The recommendations:

1. Spot announcements would be paid for individually and a limitation put on usage.

2. All sound track and films for television to be restricted to video only; all motion pictures made for theatrical use to be limited to same.

3. All delayed telecasts used by affiliated stations to be limited to seven days as soon as the present coaxial cable situation improves, instead of the present 14-day limitation.

4. All film and sound track to be confined to specific telecast for which it was made.

5. Class A radio scales be applied for live TV shows.

He expressed belief that in the near future most major shows will be broadcast from films to avoid studio and technical difficulties.

KTSL (TV) TIME

Extended to Five Nights

TO MEET "current summer television trends," KTSL(TV), Hollywood outlet of Don Lee Broadcasting System, started telecasting five nights weekly effective April 15, according to Willet H. Brown, executive vice president. Nights eliminated are Tuesdays and Wednesdays.

Revision of personnel and programming in no way effects work currently in progress on Don Lee's new transmitter plant atop Mt. Wilson, according to Mr. Brown. He reports that three concrete and redwood buildings have been completed on the site and electronic equipment is expected for summer delivery.

Hearing Postponed

NABET has obtained a postponement in the three-week-old NLRB hearing in New York in its jurisdictional dispute with IATSE over lighting engineers at NBC. Reason for the postponement was to permit NABET officials and lawyers to attend negotiations for renewal of the NABET contracts with NBC and ABC which expire May 1. NLRB hearings will resume May 3.

OBSOLESCENCE

Long Way Off—TV Shares

TV SETS bought now probably will be replaced by owners "long before they become obsolete because of frequency changes," officials of Television Shares Management Co., Chicago, told members of its Television Fund distributing group fortnight ago.

The report, which follows the controversy sparked by Zenith in its newspaper advertisements, concluded that "much of the equipment development must be delayed" until FCC determines how UHF will be used. "At least one year and maybe several years after the Commission makes its decision will be required before UHF television can really be considered a service," the report stated.

At the same time the report was issued, officials of Television Fund, subsidiary of Television Shares Management Co., announced that it has sold its former holding of 500 Zenith shares. The Fund totaled assets of $2,001,790.66 as of March 30 after seven months of operation.

HALPERN

Retained by Movie Group

NATHAN L. HALPERN, formerly assistant to the president of CBS, has been retained as consultant on television matters by a group of leading motion picture owners, it was announced a fortnight ago. Among owners employing him is S. H. Fabian, operator of 60 theatres along the Atlantic Coast. Mr. Halpern will pay particular attention to the relationship of television to the motion picture theatre industry, including possible uses of theatre television, it was said.

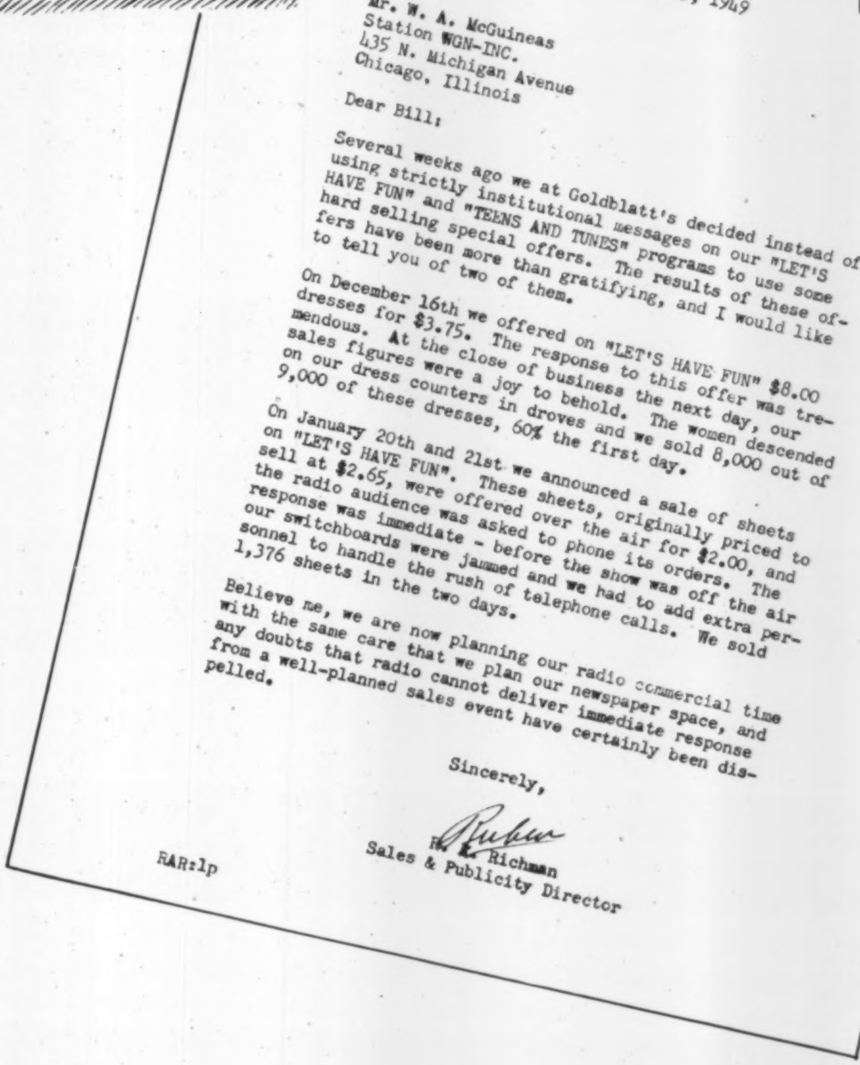
The move marks an intensification of interest in television by movie houses. Theatre Owners of America has become an associate member of Society of Motion Picture Engineers, which itself has become more deeply interested in television.

Mr. Halpern, in his duties at CBS, aided in organizing closer liaison between broadcasting and motion pictures.

TV Extension

ONE TELEVISION grantee has been granted extension of completion date by FCC while another was designated for hearing to inquire about diligence of prosecution. KGDM-TV Stockton, Calif., under permit to E. F. Peffer, licensee of AM station KGDM there, was the TV station set for hearing. Greensboro News Co., permittee of WTLE (TV) Greensboro, N. C., received extension of completion date to Aug. 2. FCC also dismissed WTLE's request to switch from Channel 2 (54-60 mc) to Channel 10 (192-198 mc) and to increase power.

SHEET SALE!!
B.B.
(BEFORE BROADCAST)



EXECUTIVE OFFICES

GOLDBLATT BROS.,INC
CHICAGO, ILL.

February 15, 1949

Mr. W. A. McGuineas
Station WGN-INC.
435 N. Michigan Avenue
Chicago, Illinois

Dear Bill;

Several weeks ago we at Goldblatt's decided instead of using strictly institutional messages on our "LET'S HAVE FUN" and "TEENS AND TUNES" programs to use some hard selling special offers. The results of these offers have been more than gratifying, and I would like to tell you of two of them.

On December 16th we offered on "LET'S HAVE FUN" $8.00 dresses for $3.75. The response to this offer was tremendous. At the close of business the next day, our sales figures were a joy to behold. The women descended on our dress counters in droves and we sold 8,000 out of 9,000 of these dresses, 60% the first day.

On January 20th and 21st we announced a sale of sheets on "LET'S HAVE FUN". These sheets, originally priced to sell at $2.65, were offered over the air for $2.00, and the radio audience was asked to phone its orders. The response was immediate - before the show was off the air our switchboards were jammed and we had to add extra personnel to handle the rush of telephone calls. We sold 1,376 sheets in the two days.

Believe me, we are now planning our radio commercial time with the same care that we plan our newspaper space, and any doubts that radio cannot deliver immediate response from a well-planned sales event have certainly been dispelled.

Sincerely,

Ruben

R. E. Richman
Sales & Publicity Director

RAR:lp

A.B.
(AFTER BROADCAST)

WGN PROVES AGAIN IT CAN SELL!

A Clear Channel Station . . .
Serving the Middle West

MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
2978 Wilshire Blvd., Los Angeles 5 • 235 Montgomery St., San Francisco 4
710 Lewis Bldg., 333 SW Oak St., Portland 4

WSYR-TV PLANS

On Air by Mid-Fall—Wilder

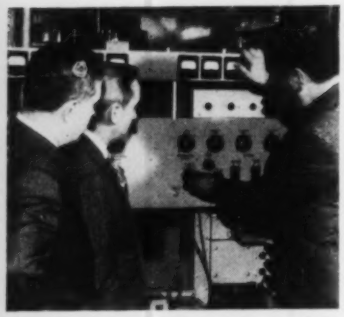
INDICATIONS are that WSYR-TV Syracuse will be on the air on Channel 5 (76-82 mc) with NBC shows by mid-fall, Col. Harry C. Wilder, WSYR president, announced last week. Equipment for the video station is being manufactured at the General Electric Electronics Park plant in Syracuse, Mr. Wilder said.

Plans call for a one-story television addition to WSYR's FM transmitter building at Sentinel Heights, just outside the Syracuse city limits, with ground to be broken by the end of this month. WSYR has leased space on the seventh floor of the Syracuse-Kemper Bldg., where it has offices and studios on the third floor, for its new television center.

The WSYR-TV antenna will be more than 200 ft. high on an elevation 1,440 ft. above sea level. Average elevation of Syracuse is 300 feet, and present calculations indicate that WSYR-TV's signal will penetrate a minimum radius of 35 miles, Col. Wilder said.

American Telephone & Telegraph Co. is working on a microwave relay between Albany and Syracuse. When this is completed, two of the coaxial cables between New York and Albany will be converted to television use, giving Syracuse two network channels, according to Col. Wilder.

* * *



Paul Chamberlain (r), General Electric transmitter division sales manager, shows E. R. Vadeboncoeur (l), WSYR vice president, and A. G. Belle 'Isle, station's chief engineer, transmitter similar to the one planned for WSYR-TV.

Railroad on TV

SIX television spot announcements weekly will be sponsored on several New York stations by New York Central Railroad, starting April 24. The spots, nine of which have been produced by Foote, Cone & Belding for rotation presentation, will feature leading New York Central trains as well as the Niagara Falls vacation area and a special "vacation guide." Planned on a 52-week basis, the spots will be viewed on WCBS-TV, WABD (TV), WPIX (TV), WJZ-TV, all New York. Expansion of the campaign to other cities will be considered at a later date.

ABC executives and Philco Corp. representatives get together on KGO-TV's first account. L to r: Gayle V. Grubb, KGO and KGO-TV general manager; Mr. Samuels; Mr. Mowrey; N. J. Etienne, Thompson & Holmes sales manager, and Thomas W. Kirby, manager of Philco's Northern Pacific division. ➡

PULSE REPORTS ANALYZED BY WOR

Impact of Video in Radio-TV Homes Reported

ACCORDING to a research study of Pulse reports conducted by WOR New York, for nine New York stations, radio's classical music, news, quiz and audience participation shows and comedy situation programs are best at holding their own against television's impact on radio-video homes.

Robert M. Hoffman, station's director of research, revealed the following findings on listening habits in the 6-10:30 p.m. periods, based on January Pulse reports:

1. Radio did better against video between 6 and 8 p.m. than later in the evening.

2. During the early evening hours, the following radio programs were preferred in television homes: (A) AM quiz and audience participation shows (mostly on weekends), (B) comedy-situation, (C) variety-comedy, (D) semi-classical and classical music.

3. From 8 to 10:30 p.m., radio programs preferred in video homes were: (A) semi-classical and classical music, (B) news commentators, (C) quiz and audience participation, (D) comedy-situation.

4. Radio news shows have slightly above-average appeal in TV homes both before and after 8 p.m.

5. Mysteries, general dramatic shows, human interest programs and variety comedy shows were radio's hardest hit after 8 p.m.

Findings were based on The Pulse station-audience reports covering all homes and Telepulse report covering only video homes. Mr. Hoffman feels the picture will be altered considerably when more people in middle and lower-income groups become television set owners.

TV FOR ALL U.S.

Comments by Prof. Smythe

TECHNICAL development and the determination of TV policy by the FCC are the two principal factors on which the time when television becomes available to every American home depends. So says Dallas W. Smythe, U. of Illinois economics professor and former assistant chief accountant in charge of economics and statistics for FCC in Washington, in an article on "Television: Position and Outlook" in the university's publication, *Current Economic Comment.*

The FCC must decide, says Prof. Smythe, whether to allocate the hitherto reserved high-band channels to color TV, black and white TV with improved definition, or black and white transmission under present standards. In reaching decisions on such technical issues, he says, "public agencies necessarily must cope with the fact that the proposals for high-band TV as advanced by equipment manufacturers are naturally colored by their economic interest."

Prof. Smythe believes TV eventually will replace most AM radio. Commenting on the economic impact of TV, he says its effect on collegiate football may not be appreciable in the case of major teams where the sale of video rights will compensate for any diminishing of the football gate. At smaller colleges impact may be more damaging, he concludes.

KGO-TV OPENING

Dignitaries to Participate

RELIGIOUS, civic and state dignitaries will participate in a dedicatory program May 5 launching KGO-TV San Francisco, ABC's newest television outlet, Robert E. Kintner, ABC executive vice president, announced last Thursday. The station is the fourth TV outlet to be placed in service by ABC within a year. A fifth, KECA-TV Los Angeles, will start in June or July.

A 15-minute program will inaugurate KGO-TV's regular programming service. Starting at 7:15 p.m. (PST), the dedication will feature Archbishop John J. Mitty, of the Roman Catholic archdiocese, San Francisco; Bishop Carl Morgan Block, Protestant Episcopal diocese; Rabbi Alvin I. Fine, Temple Emanuel, San Francisco, and representatives of the governor of California and the mayor of San Francisco.

A half-hour variety show, sponsored by Thompson & Holmes Ltd., Philco distributors, through Russell, Harris & Wood, San Francisco, will follow the dedicatory program.

The rest of the evening will be devoted to a telecast of the Oakland Oaks-San Francisco Seals baseball game [BROADCASTING, April 11]. KGO-TV has acquired exclusive rights to 29 home games of the Oaks.

The new video station will operate on Channel 7 (174-180 mc) and will beam its signal to the San Francisco Bay area studios and a transmission site in the Twin Peaks section. Its 600-ft. antenna, 1,362 feet above sea level, will be operated with maximum power allotted in San Francisco. Test pattern reception since Feb. 21 is said to have been uniformly excellent.

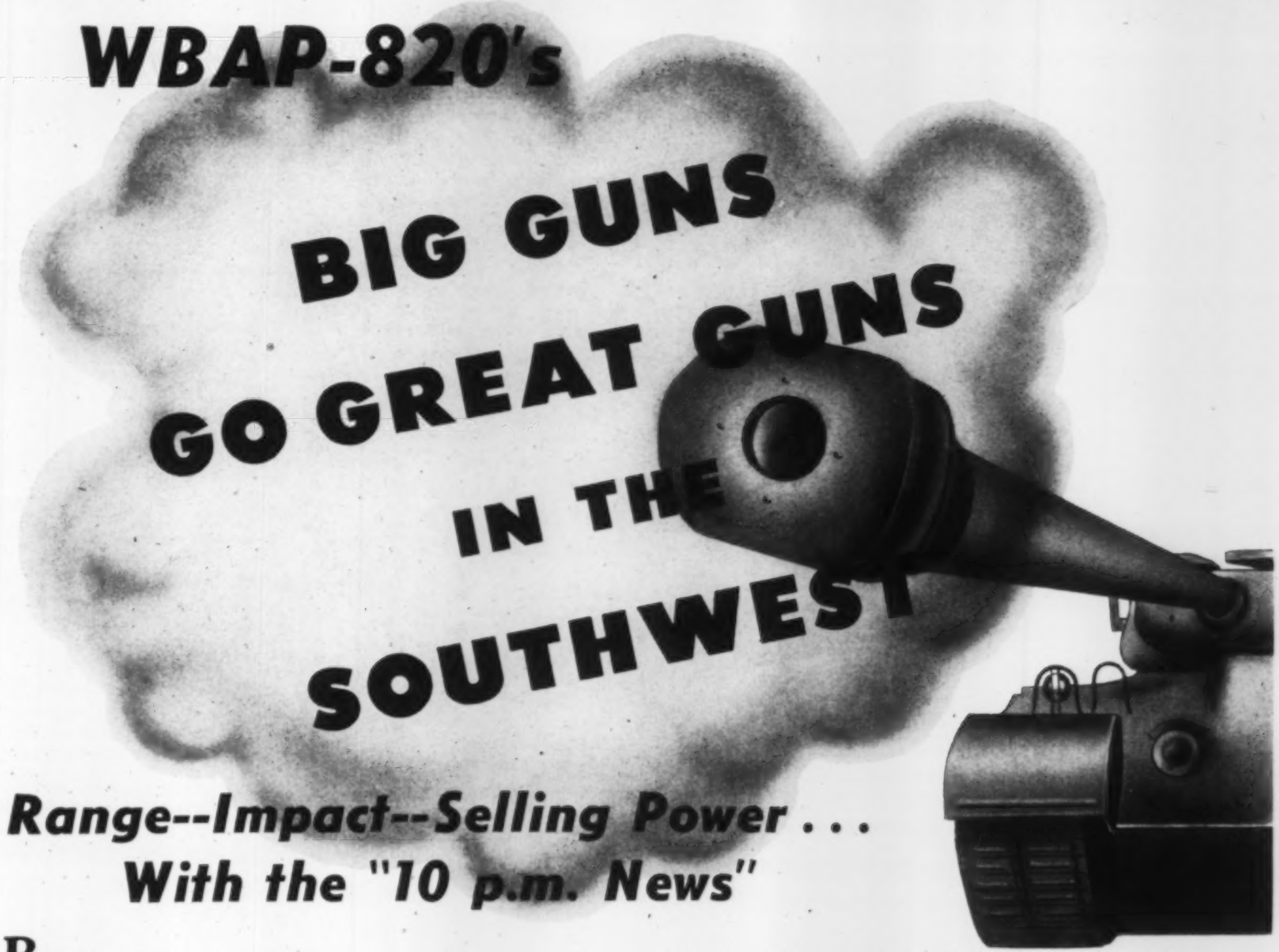
ABC executives present for the ceremonies will be Mr. Kintner Charles C. Barry, vice president in charge of television, Frank Marx, vice president in charge of engineering, and Paul Mowrey, director of TV operations, all from the network's New York headquarters; and Frank Samuels, Western Division manager, Philip Caldwell, western technical head, and Richard Goggin, western TV program manager, all from ABC's Los Angeles office.

Therapeutic TV

PSYCHIATRISTS at Loudon-Knickerbocker Hall, Amityville, N. Y., sanatorium, have installed a centrally controlled television system as part of its therapeutic program. A central unit will control tuning, so that psychiatrists may choose programs which they feel will have the best therapeutic value. The system is being installed by National Service Sales Corp., N. Y. distributor for Industrial Television Inc.

WBAP-820's

BIG GUNS GO GREAT GUNS IN THE SOUTHWEST



Range--Impact--Selling Power . . . With the "10 p.m. News"

BIG guns move mountains.

Big guns move mountains of merchandise.

Right now, WBAP-820's biggest gun, the "10 p.m. News," on Monday, Wednesday and Friday, is trained directly on the Southwest's No. 1 Market. This quarter-hour, heavy artillery salvo is available at $195.23 per show, 156 time rate.

For sheer range—a primary coverage area taking in over 720,000 BMB families in the Fort Worth-Dallas area . . .

For sheer impact—Fall-Winter City Hooperatings (Oct. 1948 thru Feb. 1949): Monday, Fort Worth 9.7, Dallas 9.5; Wednesday, Dallas 14, Fort Worth 11.2; Friday, Fort Worth 11, Dallas 8.1 . . .

And for sheer selling power — coverage plus Hooper . . .

WBAP-820's "10 p.m. News" is the blast that will shoot the works for you.

Aim for results. Use WBAP-820's big guns to get your product going great guns in the Southwest's No. 1 Market.

Contact the station or Free & Peters.

WBAP
THE STAR-TELEGRAM STATION
SINCE 1922
FORT WORTH 2, TEXAS

AM FM TV

ABC
570 Kc
5,000 watts

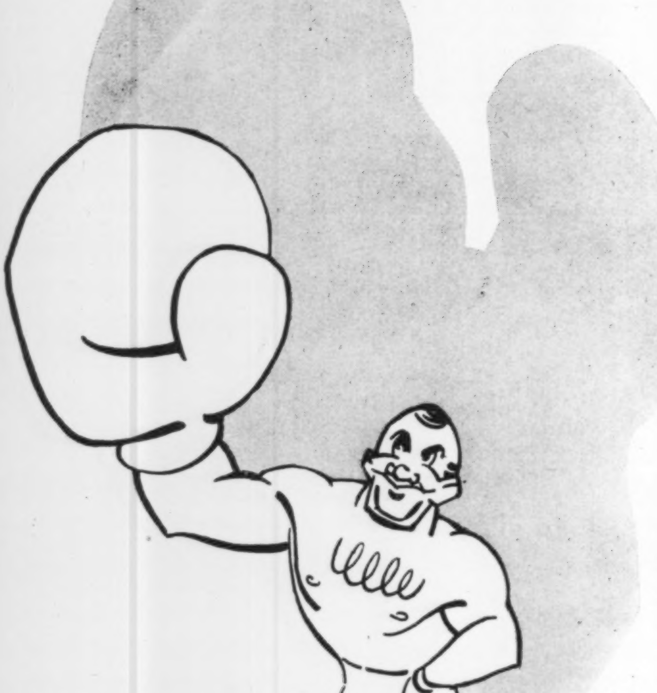
NBC
820 Kc
50,000 watts

Lone Star Chain

Amon Carter, President
Harold Hough, Director

George Cranston, Manager
Roy Bacus, Commercial Manager

FREE & PETERS, INC. *National Representatives*
Fort Worth: Detroit: Atlanta: San Francisco: Chicago: New York: Hollywood



A HAYMAKER!

WMBD

- Undisputed champion for sales "punch" in rich Peoriarea.
- 5000 power-packed watts day and night, give extra "reach" that pays off at the cash register.
- Controls the "ring" of rich counties that surrounds metropolitan Peoria.

A veteran fighter with 20 years headstart, WMBD has the know-how to deliver audiences at a lower cost. As a result, national advertisers buy more program and announcement time by far on WMBD than on any other Peoria station.

WMBD DOMINATES Peoriarea

WMBD
PEORIA, ILLINOIS
AM FM

See Free & Peters

CBS AFFILIATE

AM 5.000 watts FM 20,000 watts

BOXING

No Immediate Action On TV Expected

ORGANIZED BOXING will take no action with regard to television at least until September, according to Abe J. Greene, national commissioner of the National Boxing Assn.

Mr. Greene said members of his organization felt the video situation was at present "too confused and bewildering" to justify formulating a policy.

That, in effect, was the action taken by the association's executive committee, which met a fortnight ago in Washington, D. C., with Flamen Adae, president, in the chair.

At that time, the executive committee had before it reports from most official boxing or athletic commissions, which make up the NBA, as to the influence TV might have for good or ill on boxing and its box-office.

Because the reports themselves indicated confusion and uncertainty, the matter of formulating a policy was tabled. The reports are not to be made public.

Discussion on television indicated some feeling on the part of executive board members that video is stimulating new interest in the sport. This was countered by contentions that it is wrecking the gates of smaller clubs.

A suggestion was brought up that one way in which the impact of television on boxing takes could be ameliorated would be to have video pay for a "seat differential." Under this plan, television fight purchasers would pay the difference between the average number of empty seats before telecasting in an arena and the average number of empty seats for each bout telecast. It is understood this suggestion was regarded as too nebulous to be practical, but it indicates the earnestness with which every avenue is being explored by boxing to find a *modus vivendi* between boxing and television.

Mr. Greene said that although the NBA might take a stand on specific boxing shows in the next few months, he forsaw no general formulation policy possible at least until the next NBA executive board meeting in September. The next opportunity after that for NBA to take action would be in November at its national convention in Havana.

"Meanwhile," said Mr. Greene, "we have decided to wait and see."

TV GUARANTEE

Telesports Protects Clubs

GUARANTEE against losses for amateur athletic clubs resulting from sports telecasts was announced last week by Telesports Inc., sports subsidiary of Crosley Broadcasting Corp.

Terms of the Telesports boxing club contract call for Telesports to guarantee certain operating expenses of the individual club. If gate admissions do not pay these expenses, Telesports will pay them; if admission revenue from the matches exceeds operating expenses, all profits will be the exclusive property of the individual club, the announcement said.

First organization to sign under the arrangement, Telesports reported, is Cincinnati's Seraph Club, whose boxing show was carried April 13 on WLWT Cincinnati, WLWD Dayton and WLWC Columbus. Contracts will be signed by Telesports with each individual athletic club desiring to promote boxing matches for video. All arrangements for the matches must be made by each promoting club in accordance with regulations of the AAU and the Cincinnati Boxing and Wrestling Commission, the announcement said.

FILM LEASING

Standard Contract Drafted

STANDARD contract for film leasing by exhibitors to television stations has been drawn up by the National Television Film Council, it was announced April 4.

Melvin Gold, NTFC president, hailed it as a step toward standardization of business practices in television and urged distributors and telecasters to use it, making deletions or substitutions as needed. NTFC is making the contracts available in quantities of 100 at printing cost.

The contract permits the station to examine the print to determine its physical suitability for showing and to return it if defective. The station may not modify the film without consent of the exhibitor, although it may cut it for time reasons, restoring it at its own expense.

FM FACILITIES

In 43% of TV Sets—FMA

ABOUT 43% or 112 of the 246 TV set models now produced are equipped for FM reception, according to William E. Ware, president of FM Assn. Statistics are the results of a survey completed by the organization, based on information supplied by 37 manufacturers.

The analysis deals with percentages of production of different models rather than production volume of any given design, and is not designed to show volume output, Mr. Ware said. Only two—or less than 1% of total output of new television receivers—incorporate AM-only reception facilities whereas 19 feature FM without AM, he pointed out. Survey also disclosed percent figures for volume of individual set makers.

"Next take half an egg..."

When Baltimore housewives want intriguing recipes or helpful hints on how to get Junior's bubble gum out of the carpet—they turn to "YOUR FRIENDLY NEIGHBOR"—Baltimore's popular mid-morning woman's feature program. *Betty McCall* has been running the show for years and years—and doing the kind of a job participating sponsors like. Ask your Raymer representative to lug over his file on "YOUR FRIENDLY NEIGHBOR" success stories.

BALTIMORE LIKES THESE LOCAL SHOWS, TOO!

HAL VICTOR SHOW
5:30-5:45 P.M.

SLIM STEWART
and "The Plainsmen"
5:00-5:30 P.M.

. . . and every program and announcement on WCAO is duplicated on WCAO-FM (20,000 watts) at no additional cost to the advertiser!

WCAO

"The Voice of Baltimore"

CBS BASIC • 5000 WATTS • 600 KC • REPRESENTED BY RAYMER

NOW.. MORE THAN EVER..
THE BUY IS

KVI

SEATTLE

Mutual-Don Lee station for Seattle, Tacoma and the Pacific Northwest

In recognition of the nearly 20 years KVI has served Seattle and Pacific Northwest listeners, the Federal Communications Commission has just authorized KVI to move its main studios to Seattle.

For nearly 10 of those 20 years, KVI has maintained studios in Seattle, and since 1946 has been sole Seattle-Tacoma outlet for the Mutual-Don Lee Network. KVI has been the only radio station consistently maintaining studios in both Seattle and Tacoma—top markets in Washington State.

No increase in rates!

NOW, more than ever—the buy is KVI.

Sales Note!

Low frequency and high coverage . . . plus a responsive audience mean more sales for your product when you buy KVI.

KVI ★ SEATTLE
Mutual for Seattle, Tacoma and the Puget Sound Area
570 Kilocycles

PHONEVISION

Survey Covers First-Run Movies on TV Plan

FOUR out of five telephone subscribers are willing to pay $1 a picture to see first run movies on television sets in their own homes, a postcard survey of 25 American cities reveals. The survey was conducted by Zenith Radio Corp.

The canvass disclosed that the average phone subscriber has seen less than half of the 21 greatest Hollywood successes released in the past ten years. The people of Los Angeles have seen fewer than the residents of Great Falls, Mont., and far more people in Oklahoma City than in Washington, D. C., will pay to see pictures on their video sets, it was revealed.

Zenith started its survey by initially sending cards to 5,000 persons selected at random from telephone directories of Chicago, Los Angeles, Syracuse, Tucson and Great Falls. The survey later was extended to ten more cities.

Each card listed all of the 21 Hollywood productions released in the past 10 years that had grossed more than $5 million at the box office, and asked the recipient to indicate each one of these films which he had seen. A second question asked: "Would you pay $1 per picture to see first-run movies like these in your home on television with telephone wires?"

On the cards returned from the first five cities, 83.5% voted "yes" to this question, and the average number of the 21 pictures seen was 9.96.

Like First Survey

Results of the larger mailing were in substantial agreement with those of the earlier survey, with 80.25% voting "yes" to the question of paying $1 to see movies on home television sets. The average number of the 21 pictures seen was 10.13. About two-thirds of the replies came from men, one-third from women, and the average age of all respondents was 41.

A surprising result of the survey was the large number of feature pictures that the majority of people do not see, Commdr. E. F. McDonald Jr., Zenith president, observed. He pointed out that there have been more than 5,000 feature pictures released in the U. S., and that the 21 concerned in the survey were the "absolute top box office successes."

Feature pictures listed in the survey were "Bells of St. Mary's," "Best Years of Our Lives," "Blue Skies," "Duel in the Sun," "Egg and I," "For Whom the Bell Tolls," "Forever Amber," "Going My Way," "Gone With the Wind," "Green Dolphin Street," "Jolson Story," "Leave Her to Heaven," "Meet Me in St. Louis," "Mrs. Miniver," "Razor's Edge," "Song of Bernadette," "Spellbound," "This Is the Army," "Unconquered," "Welcome Stranger" and "The Yearling."

UNION OIL CO.

To Televise Annual Report

UNION Oil Co. of California, Los Angeles, has purchased time on television stations in 23 cities to present its annual report for 1948 to the general public as well as to shareholders. This marks the second year the company has followed the procedure, its "Report for '47" having been telecast last year in nine cities.

The 28-minute film, "Prospects Unlimited," was produced by the Hal Roach Studios of Culver City, Calif., and features the top executives of the firm, who outline the company's financial operations. Foote, Cone & Belding is the Union Oil agency.

TWG SCHOOL

Craft Meetings Planned

NEWLY FORMED Television Writers Guild has planned a series of five craft meetings in New York to school its members further in script work. Admission will be by ticket, with surplus tickets to be distributed among members of Radio Writers Guild, Authors Guild and Dramatists Guild—all of them members of the parent Authors League of America, as is TWG.

Schedule for the meetings: May 5, Fundamentals of Television; May 19, Fundamentals of a Television Show; June 9, Writing Techniques—Dramatic Adaptations and Originals; June 23, Writing Techniques—Audience and Non-Audience Shows; July 14, Writing Techniques—Television Films.

AMSTERDAM MOVES

Leaves CBS-TV for DuMont

MOREY AMSTERDAM, erstwhile CBS-TV comedian, has moved his mythical Golden Goose Cafe to the DuMont television network. Starting Thursday, he will be sponsored by DuMont television dealers in conjunction with the Receiver Sales Division, Allen B. DuMont Laboratories Inc., New York.

The Morey Amsterdam Show will be telecast Thursday, 9-9:30 p.m., and will be carried live by East and Midwest stations, and by teletranscriptions on the West Coast. Buchanan & Co. is the DuMont agency.

ELECTRONIC CONTROLS Inc., East Orange, N. J., has announced that it is now manufacturing television chassis designed in two parts. Purpose is to provide greater flexibility in fitting them together in cabinet, to enable mounting of one unit in a cabinet with speaker and picture tube and using the other as remote control unit.

NOW ON WRVA

GREGOR ZIEMER, NEWS COMMENTATOR

Educator, Foreign Correspondent, World Traveler, Lecturer; Author of "Education for Death" which was made into motion pictures "Hitler's Children" and "Education for Death."

Dr. Ziemer has talked with people in 42 different countries and has been an educator on three continents. He *knows* what he is talking about—and the people in this area *listen!*

For available time contact Radio Sales or WRVA.

The Edgeworth
Broadcasting Service
Richmond & Norfolk, Va.

WRVA

About DR. ZIEMER

* * *

AUTHOR:

"Two Thousand and Ten Days of Hitler," "Education for Death," made into two motion pictures, translated into 12 languages.

* * *

CONTRIBUTOR:

Saturday Evening Post, Reader's Digest, Town and Country, Collier's, Mademoiselle, Liberty, American Mercury, Look, Public Opinion Quarterly; Numerous Newspapers.

* * *

RADIO SPEAKER:

Over 1,000 successive radio programs on WLW. Appeared as Moderator and Speaker on America's Town Meeting. Substituted for H. V. Kaltenborn on N.B.C. Broadcast over B.B.C., Radio Luxembourg, C.B.S. and 25 other stations.

* * *

LECTURER:

Lectured at Town Hall, N. Y., and most important platforms from coast to coast. Series of 75 lectures in England, numberless lectures across Europe and Orient.

* * *

WHO'S WHO IN AMERICA:

"Ziemer, Gregor (Ze'mer) educator, author; b. Columbia, Mich., May 24, 1899; s. Rev. Robert and Adell Von Rohr (Grabau) Z.B.A., U. of Ill.; M.A., U. of Minn.; Ph.D., U. of Berlin; m. Edna E. Wilson, May 29, 1926; 1 daughter, Patsy. Mem. staff Park Region Junior Coll., head journalism dept.; supervisor of schls. Philippine Islands, 1926-28; founder, Am. Colony Sch., Berlin, 1928; Berlin corr., New York Herald, London Daily Mail, Chicago Tribune; lecturer, radio newscaster, (WLW, Cincinnati) in U. S. since Berlin Sch. closed by war; joined spl. war agency, June 1944, overseas with SHAEF served as lt. colonel 4th Armored Div. 3rd Army, 1945; mil. govt. work in Bavaria with SHAEF to help organize newspapers in Germany. 1946-1948 Educational Director Town Hall, N. Y. Mem. American Legion, Overseas Press Club, Arna (Association Radio News Analysts), Cuvier Press Club, Tau Kappa Alpha, Kappa Delta Pi, Beta Sigma Psi. Author: (with daughter Patsy) Two Thousand and Ten Days of Hitler; Education for Death; The Making of a Nazi, 1941. Should Hitler's Children Live, 1946. (Motion Pictures) Hitler's Children; Education for Death. Contbr. to mags. Lecturer on Re-education of Germany.

HOLMES AWARDS

To Be Presented April 29

PRESENTATION of the twelve awards for the Los Angeles Advertising Women's third annual Frances Holmes Achievement Award contest will take place April 29 at presentation dinner in Hollywood's Roosevelt Hotel.

In addition to a special "Frances Holmes Award," to be given to the woman whose entry best typifies "how a woman can achieve outstanding merit in the world of advertising," eleven other awards in the form of "Lulu" statuettes will be given for highest achievement in eleven different advertising categories, from which the Holmes award is chosen. Categories include: best radio commercial campaign; radio script or script series; television production or commercial film; copy; commercial art; outdoor or indoor or transit advertising; direct mail campaign; publicity and public relations campaign; production work on media; marketing analysis research; complete campaign.

Winner of the special Holmes Award will have her name inscribed on Frances Holmes trophy which she will retain for one year.

Contest, which closed April 8, was open to any woman in advertising or allied fields in Southern California area.

Judges are William B. Ryan, general manager, KFI-AM-FM-TV Los Angeles; A. W. Neally, vice president and manager of Los Angeles office, BBDO; Fredrika Fox, western editorial director, Conde Nast Publishers Assn.; Ray W. Smith, executive vice president and secretary, Greater Los Angeles Plan Inc.

FD&C Hearings

HEARINGS on various bills to amend the Food, Drug and Cosmetic Act were held last Tuesday and continued to April 28 by the Committee on Interstate & Foreign Commerce. The measures are assigned to the FCC-FTC-SEC subcommittee. At Tuesday's session testimony was offered by Rep. James E. Van Zandt (R-Pa.) on legislation dealing with labeling of export goods, and by Paul B. Dunbar, chairman of the Food and Drug Administration, on providing for certification of batches of certain drugs.

Canadian BMI

BMI CANADA Ltd. has notified all Canadian broadcasting stations and advertising agencies that under the licensing agreement presently in effect the right to publicly perform all BMI music by means of television is granted to Canadian stations. With TV planned for a start late in 1950. BMI Canada reminded the Canadian broadcasting industry of these agreements which are in effect in the United States and also in Canada. The letter went out over the signature of Bob Burton, BMI Canada's general manager.

EXCLUSIVE telecasting rights to the home games of the Chicago White Sox this season go to WGN-TV Chicago. [BROADCASTING, April 4]. Completing arrangements are (l to r): Charles A. Comiskey 2d; Sox vice president; L. C. McEvoy, broadcasting director of the American League; Will Harridge, American League president, and Frank P. Schreiber, manager of WGN Inc.

LOUISVILLE AUDIENCE

Kemper, Spiegel Survey Radio, TV Listeners

SURVEY of the radio and television audience in Louisville reveals that 58.9% of those interviewed have seen one or more television programs and 47.4% expect to purchase a video receiver within five years.

The survey was made by Raymond A. Kemper and Joseph Spiegel of the U. of Louisville. WAVE-TV is Louisville's only operating television station at the present time.

Five hundred and 14 persons were interviewed during the survey, with 303 reporting they had seen at least one television presentation. This group of 303 respondents constitutes the sample on which results of the survey are based.

In a further breakdown of the respondents, the survey report classifies those interviewed into four "socio-economic" groupings: Group I, the upper class, which includes 10% of the population; Group II, the upper-middle class, 20% of the population; Group III, lower-middle class, 40%, and Group IV, lower class, 30% of the population. Respondents also are listed by sex, age and race.

"Present day TV in Louisville is reaching a surprisingly large segment of the population," the report states, "particularly in the broad middle group of potential consumers."

Public establishments are the most popular places for television viewing in the area, according to the report. Only 23.1% of the respondents reported they had seen a TV presentation in a private home. Largest percent (33.9) have seen video in bars or cafes.

In a listing of "types of programs seen," athletic events top all others, with 76.6% reporting they had seen such telecasts. Basketball leads the list of types of television programs preferred. This sport was the favorite video subject of 46.8% of the respondents. Boxing, hockey and football followed in that order, with general motion pictures in fifth place.

When asked why they enjoyed television, 46.4% listed their chief reason as: "It's a novelty." "The combination of sight and sound makes it more interesting," was given by 35.9%.

In commenting on television commercials, 81.2% of the respondents gave favorable responses, such as "They're excellent," "They are effective and in good taste," and "They really catch the eye."

Regarding the future of the video medium, 94.6% "expect rapid and great development."

Some facts revealed in the AM and FM portion of the survey: 98 out of every 100 Louisville homes are equipped with at least one AM receiver; one out of every three Louisville homes has three or more AM receivers; 16 out of every 200 Louisville homes have one or more FM receivers.

TV DISCUSSION

Planned at AFA Convention

DISCUSSION on the use of television as an advertising medium will be a feature of the Advertising Federation of America convention, May 29-June 1 at Houston's Rice Hotel.

Details on speakers and their subjects will be announced next week, AFA said.

OWNERSHIP LIMIT

Sadowski Sees Bill's Death

DRASTIC legislation to prohibit station ownership by either networks or radio manufacturers appears destined for early death in this session of Congress. Source of that belief is Rep. George G. Sadowski, acting chairman of a subcommittee of House Interstate & Foreign Commerce Committee. Group was formed to deal with matters relating to FCC-FTC-SEC.

The measure (HR 2410), introduced last February by Harry R. Sheppard (D-Calif.), also limits use of station time for network programming to every other alternate hour of the broadcast day, and prohibits stations from devoting any two consecutive hours of its broadcast day to network programs. With respect to ownership, network and station properties totaling over $150 million would be salable.

Rep. Sadowski told BROADCASTING it is unlikely that the bill or two others, by Rep. William Lemke (R-N. D.), one allocating a section of the 50 mc band to FM and the other making FCC decisions containing technical errors appealable to the courts, would be considered in this session [CLOSED CIRCUIT, March 28]. He said he won't press for hearings on any of the measures unless members want them.

The acting chairman pointed out that hearings had been held last year on allocations measures and indicated the committee did not care now to undertake those dealing with technical questions. "We've got other legislation to consider now, such as concerns FTC and SEC, and will let FCC handle the allocations problems," he added.

Dr. Lyon's Campaign

LOCAL announcements will be used to promote the new ammoniated Dr. Lyon's Tooth Powder, product of Sterling Drug Inc., New York. First sections to market the dentrifice will be the area from New York City through New Jersey; Philadelphia, and the Southern Pennsylvania counties to the Delaware line; Delaware; Baltimore, and the Maryland counties from Delaware to and including the District of Columbia and Fairfax County in Virginia. Radio advertising will be handled by Dancer-Fitzgerald-Sample Inc., New York.

KING to 50 kw

KING Seattle increased its power from 10 to 50 kw on April 5. Station, where Hugh M. Feltis, former BMB president, was recently appointed general manager [BROADCASTING, March 7], is the only independent outlet in the state broadcasting with that power.

new participation opportunity

in that *Rich* Pittsburgh market

POPULAR DEMAND DOES IT! For two years now, that scintillating team of Buzz Aston and Bill Hinds has been making Pittsburgh's morning listeners stand up and cheer with a 15-minute program twice weekly!

Now, by popular demand, we're giving this talented pair 45 minutes five days a week, from 8:45 to 9:30 AM. And KDKA-land *listeners love it!*

This *new* show features old songs, *new* songs, sprightly patter, popular platters. Each morning, nine advertisers.. *no more*.. will be represented by one-minute spots. You'll never find a better way to reach thousands, *and thousands, AND THOUSANDS* of homes in the tri-state Pittsburgh market-area! Get in touch with George Tons at KDKA, or with Free & Peters.

"BUZZ and BILL"

now 45 minutes daily on

KDKA

PITTSBURGH'S 50,000 WATT NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • WOWO • KEX • KYW • KDKA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

CBS DRIVE

For Shows to Be Extended

CBS' plans to extend further its campaign to acquiring outstanding programs were outlined April 10 to the Columbia Affiliates Advisory Board at a meeting held in Chicago.

Frank Stanton, CBS president, reviewed the network's plans to the board, representing 175 stations. C. T. Lucy, WRVA Richmond, Va., acting as chairman of the board, said the present CBS network schedule, which he called the strongest in industry history, was the result of four years' intensive effort in program development, including CBS package shows. He said addition of top-rated big name shows has further demonstrated soundness of the overall program progress.

"The CBS program development has resulted in lower program costs for advertisers," said Mr. Stanton. "The recent acquisition of big name shows by CBS has in no case increased the cost to the advertiser, and in some cases has actually resulted in savings. The CBS network continues to deliver the lowest cost-per-thousand circulation in a medium where mass circulation at low cost has always been outstanding."

Plans for programs and promotion were discussed by the advisory board, which includes E. E. Hill, WTAG Worcester, Mass.; Richard Borel, WBNS Columbus; Howard Summerville, WWL New Orleans; William Quarton, WMT Cedar Rapids, Iowa; Kenyon Brown, KWFT Wichita Falls, Tex.; Clyde Coombs, KROY Sacramento, Calif.

CBS executives at the meeting, besides Mr. Stanton, included Joseph H. Ream, executive vice president; Howard S. Meighan, Herbert V. Akerberg, H. Leslie Atlass, Earl Gammons, William C. Gittinger, Arthur Hull Hayes, William B. Lodge, J. Kelly Smith, Donald W. Thornburgh, J. L. Van Volkenburg, vice presidents; William A. Schudt, director of station relations; John J. Karol, sales manager; C. E. Midgley Jr., sales service manager; Edward E. Hall, Eastern Division manager of station relations; Edwin Buckalew, Western Division manager of station relations.

KIRO Plea Rejected

DECISION of Seattle's voters in the November elections to adopt daylight saving time for the months of June, July, August and September has been upheld by the City Council. It rejected an appeal from the Queen City Broadcasting Co., licensee of KIRO, to extend the fast time so that it would run on the same schedule with other areas of the country, starting April 24. As a result of the Council's decision, Seattle will be on standard time during the first five weeks when networks will be following the daylight schedule.

JOHN F. PATT (standing, r), WGAR Cleveland vice president-general manager and president of Cleveland Convention and Visitors Bureau, presents check for $250 to Eddie Robinson (standing, l) and Lee Carpenter, co-authors of winning song, "Grand Old Town," in contest sponsored by the bureau to bring out a good tune about Cleveland. Happy about the whole thing is Cleveland's Mayor Thomas E. Burke (seated).

MUTUAL

Affiliates Meet White; Plans Outlined

MBS will undertake an aggressive program and sales campaign and offer its affiliates TV service, the network's 521 affiliates were told at a meeting held April 10 at Chicago during NAB convention week.

Frank White, new network president, was introduced to the affiliates by Edgar Kobak, retiring president [BROADCASTING, April 11]. Theodore C. Streibert, new MBS board chairman, outlined the network's plans for the immediate future.

Mr. Kobak, retained as a consultant by MBS, reminded the meeting that he, too, was an MBS affiliate as operator of WTWA Thomson, Ga. He said he was proud to introduce Mr. White and paid tribute to him as a friend and hard-hitting executive.

Mr. Streibert started out by nailing down charges that his station, WOR New York, doesn't want to clear time for network accounts if it can make more money on local business. "We are committed to a policy of promoting the network's interest," he said. The success of the station depends on the success of the network. Such charges are completely false. Other originating stations on the network feel the same way."

Need for a fourth national network has been thoroughly demonstrated, he said, explaining that WOR and other affiliates "have complete faith in the future of Mutual."

Taking up television, Mr. Streibert said that video service will be made available to MBS affiliates when WOR-TV New York goes on the air in June. In discussing TV's future, Mr. Streibert said New York's TV picture gives an idea of the national pattern two years from now. Some types of service, such as news, are better on AM than TV, he said.

He warned stations, however, of the danger of being left out of the TV scene if they wait too long. "There will be a point where you must decide whether to make the investment and lose money for a while or be left behind. The present TV band will be the clear channels of the future," he predicted.

Mr. White thanked Mr. Kobak for his introduction with this observation: "I don't need to tell these folks that the normal discounts and agency commissions must be deducted from that buildup.

"I have no intention of making a speech or of giving a long discourse on the policies of your new administration. But I do think it particularly fortunate to have this opportunity of speaking briefly to you as a group before I go to work for you May 1.

"To be selected as the president of your network is an honor of which any person can and should be proud. The position carries with it, however, responsibilities and a challenge which none can lightly assume. We have a big job ahead of us—a job which will take brains, vision, money and above all, courage. It can be done and it will be done, but not by any one man.

"Because no one man could possibly do it, the accomplishment will require teamwork and cooperation —teamwork on the part of MBS executives and their staffs; cooperation and support from every station on the Mutual network, large and small. Neither you nor I must be afraid of the end result. I am confident that the factors and forces which are giving such grave concern to many of our industry friends may actually afford MBS the very opportunity which we have been seeking.

"With your help Mutual can and will be a truly great radio network."

Frank P. Schreiber, manager of WGN Chicago, traced history of the station's TV operation and told affiliates what happens when a station goes into video. The thrill of immediate popularity helps somewhat to offset long months of deficit operation, he said.

Carl J. Meyers, WGN engineering director, told the engineering side of the TV station story. He suggested at least one channel and perhaps more could be taken away from FM and assigned to television.

ABC FALL PLANS

Reviewed at Chicago Meet

ABC's plans for sales, program and promotion activities next fall were discussed at an April 10 Chicago meeting of the Stations Advisory Committee and network officials.

Mark Woods, ABC president, and Robert E. Kintner, executive vice president, led discussion for the network. Roger Clipp, WFIL Philadelphia, advisory committee chairman, assured ABC officials the group has complete confidence in network policies and plans.

Lee Jahncke, ABC station relations vice president, voiced appreciation for the overall job done by the 272 affiliates. Mr. Woods spoke on general policies. Mr. Kintner reviewed sales, program, station relations, public service, co-op and television activities. Ted Oberfelder, advertising and promotion director, went over the fall promotional plans. Joseph McDonald, vice president and general attorney, reviewed legal matters.

Also present for the committee were J. Pattison Williams, WING Dayton; Henry P. Johnston, WSGN Birmingham; William C. Grove, KFBC Cheyenne Wyo.; Owen Uridge, WQAM Miami; Harold Hough, WBAP Fort Worth; E. K. Hartenbower, KCMO Kansas City; Arch Morton, KJR Seattle. Others attending for ABC were John H. Norton Jr., Central Division vice president; Frank Marx, engineering vice president; Otto Brandt, national director of station relations, and all members of his department.

ABC ADDS TWO

KYJC, KWWB Join

KYJC Medford, Ore., and KWWB Walla Walla, Wash., have affiliated with ABC's Pacific Coast group, bringing the network's total affiliates to 273.

KYJC, owned by the Medford Printing Co., operates full time with 250 w on 1230 kc. Walla Walla Broadcasting Co. owns KWWB, which is managed by Kenneth Williams, and is a full time 250 w station operating on 1490 kc.

JOHN MECK INDUSTRIES Inc., Plymouth, Ind., has announced production of ten-inch television set priced at $279.00

YOU MIGHT CLEAR 14′ 3$\frac{1}{4}$″*—

BUT . . .

YOU CAN'T VAULT INTO WESTERN MICHIGAN WITHOUT WKZO-WJEF!

The peculiar "wall of fading" that surrounds Western Michigan makes it imperative for radio advertisers to use stations *within* our region. . . Outside stations simply don't get through consistently; hence Western Michigan folks seldom even *try* to get faraway stations.

Within the area, WKZO, Kalamazoo, and WJEF, Grand Rapids, combine to give time-buyers everything they want, and at a price they can afford to pay. Project our Hooper ratings and you'll find that WKZO-WJEF have about 23% more *city* listeners than the next-best two-station combination. Study our BMB figures and you'll see even more evidence of our rural superiority. *Finally, look at our combination rate and you'll discover a 30% saving over the next-best two-station combination!*

Don't be fooled about Western Michigan. Ask us or Avery-Knodel, Inc. for all the really interesting *facts.*

** Earl Meadows of the U. S. did it at the 1936 Olympics.*

WKZO
first IN KALAMAZOO
and GREATER WESTERN MICHIGAN
(CBS)

WJEF
first IN GRAND RAPIDS
AND KENT COUNTY
(CBS)

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

FOLKS HEREABOUT LOVE TIGERS...

AND WJBK, DETROIT'S FASTEST GROWING R DIO

The species of Tigers

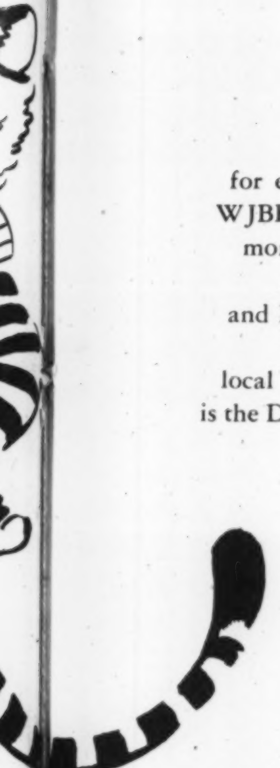
we're talking about play with baseball bats—in Detroit—a town whose metropolitan area holds a baseball fan club over 2½ million strong.

The Tigers, you see, represent Detroit in the American League . . . and the Detroit radio station that carries the Tiger broadcasts has quite a plum in any radio league . . . and that station, in '49, is Fort Industry's WJBK.

It's sort of natural

of course, that WJBK should be carrying the Tiger broadcasts, both at home and away—because ever since Fort Industry took over WJBK's management it has been demonstrating amazing growth in stature and number of listeners . . . so much so that it has become Detroit's most exciting radio story.

W
i
. .



Surveys show

for example, that Joe Gentile and Ralph Binge, WJBK's sensational morning comedy team, attract more than 80% of all morning motorists with car radios. And when it comes to comedy, Joe and Ralph have proved themselves to be wildfire on WJBK television—one of the most popular local TV shows in town. (WJBK-TV, incidentally, is the Detroit outlet for both the CBS and Dumont nets.)

Another "topper"

According to a recent Billboard Magazine survey, WJBK's Jack The Bell Boy is the Nation's Number One Disc Jockey—a fact borne out by the fact that Jack hits as high as a 6.1 Hooper against some of the rugged competition of national network shows.

RADIO STATION!

of

nd

y

so

The new look?

WJBK has that, too . . . having just moved into the newest and most modern TV and AM Studios in Detroit . . . in the imposing Masonic Temple.

The meat of the subject

is this: all seven Fort Industry Stations are members of a team that's captained by the parent Fort Industry organization with its resources of big-time radio experience. Like WJBK, all Fort Industry, Stations possess an alert aggressiveness that makes them your best buys in the markets they serve—if it's listeners who buy that you're after.

A FORT INDUSTRY STATION

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va.
WLOK, Lima, O. • WAGA, Atlanta, Ga. • WGBS, Miami, Fla. • WJBK, Detroit, Mich.
WSPD-TV, Toledo, O. • WJBK-TV, Detroit, Mich. • WAGA-TV, Atlanta, Ga.
National Sales Headquarters: 527 Lexington Ave., New York 17, Eldorado 5-2455

Editorial

Short Tempers, Plain Talk, Long Strides?

IF NOTHING more happened at the NAB Convention at Chicago last week than a jolt which made broadcasters realize that there are danger signs ahead, it would have been worth the cost of admission.

The danger signs were not altogether reflected by dollar signs, though they dominated. Broadcasters sensed that the NAB needs revamping. They sensed that it has become too highly mechanized, over-departmentalized, stuffed-shirty.

Tempers flared in board sessions and occasionally on the floor. There was plain talk. There was the realization that the NAB could undergo another stem-to-stern reorganization, forced by defections from membership, unless the leadership takes heed.

These were eruptions of long-festering attitudes. These were not on the convention agenda. These were not fomented by any group or faction seeking to oust one group as against another. One mandate is to get busy legislatively and transform an evident *persona non grata* on Capitol Hill to the kind of respect and recognition and cooperation that radio merits. President Miller himself assumes that burden.

The second mandate was to get busy and get business. That entails a lot of doing. It means readjustments.

Even before the convention got under way, the board was told that the Broadcast Measurement Bureau is confronted with another financial crisis. It seems that shoddy bookkeeping and appallingly incompetent management failed to disclose the need for at least another $150,000 before Study #2 can be completed.

There are those who feel this would be sending good money after bad. Others contend BMB should be bailed out this last time through waiver of the station cancellation clause, which would make negotiable the paper necessary to raise the additional money.

BMB's management has been a stench in the nostrils of radio for months. But the BMB formula of auditing radio circulation is generally recognized as a good first step. The NAB, along with the American Assn. of Advertising Agencies and the Assn. of National Advertisers, which have equal voice on the BMB board, must assume responsibility.

If BMB flops on the home stretch, it will not be BMB alone that will suffer. Many stations hold the NAB at fault for goading them into membership. The job at hand is to bail out BMB, and decide on its successorship later.

The revelations of FCC Chairman Coy on the economics of radio in this buyers' market had a sobering effect. FCC figures show that broadcast revenues are up, but that one out of four stations lost money last year. And most of the losers were less than two years old.

That was reminiscent of the pre-war era when radio had an ill-fed, ill-clothed one-third. Only the war-time windfalls, and the freezing of new authorizations saved them. Then came the FCC's cramming of FM down the throats of broadcasters and the concommitant degrading of service on AM channels.

Logically stemming from the economic and media outlook came the first demand for creation of a Broadcast Advertising Bureau, to be operated separately from the NAB. Dollars have not yet slipped away from radio on a national pattern. The idea is to prevent it from happening. And the idea is to sell radio as the all-inclusive medium on all fronts.

The board action in earmarking a $100,000 initial budget for a new Broadcast Advertising Bureau within the NAB framework was prompt and tangible recognition of the mind of the membership to undertake the job long overdue. And the board placed the job in the capable hands of Maurice Mitchell. The fund should be ten times the earmarked amount.

If the convention was frightened about TV's upcommance, it was not reflected in the discussions. Deac Aylesworth's prediction of sudden death for AM radio in three years was appraised as overly enthusiastic by some and as poppycock by most. Need for readjustments were plainly recognized, just as science and invention and progress have necessitated changes in every pursuit.

The most significant thing about the convention last week was the frank recognition that the fat and flabby days of radio are done. From here on out, it's the lean and hungry drive of newer generations who must strive to achieve the mark of their radio forbears who shoved radio's gross billings from less than $5 million in 1927 to nearly $600 million last year.

FOR MANY broadcasters attending the NAB Convention in Chicago last week, the formal agenda could have been tossed out. Business sessions were poorly attended. A ludicrous situation developed at what was to have been the closing business session Tuesday when a point of no quorum was made. Less than 50 active members were present. At least 200 were needed. A special session was called the following day to complete the business. Small wonder then that there's some sentiment for abolition of national conventions and the holding of district meetings only.

It's Mutual

THE SHIFT in command of Mutual, formalized April 8 with the appointment of Frank K. White to succeed Edgar Kobak, was executed with the kind of grace and good fellowship that does credit to radio. Mr. Kobak introduced his successor to the network's affiliates, and remains as consultant.

There are tongue-in-cheek observers who feel that there isn't room for four networks. That isn't necessarily so. There are three press associations—and have been for many years. And there are more AM stations alone than there are daily newspapers—nearly double, in fact. Press associations supply a single commodity, whereas the networks function diversely all-day long.

In these days of high costs and rigorous competition, Frank White faces a challenge that is as rugged as any in radio. Frank White is a realist. He will have the unstinted cooperation of his affiliates. He inherits a good executive staff. He doesn't expect to pull rabbits out of his hat. The job can be done and we believe Frank White can do it.

Ed Kobak leaves network direction with the well-wishes of a vast majority of his erstwhile associates. He is one of the country's best inspirational salesmen, and that's not confined to radio.

There were plans afoot, early in the NAB Convention in Chicago, for a Bureau of Radio Advertising, functioning independently. The NAB board created the Broadcast Advertising Bureau, operating within NAB under Maurice Mitchell's direction. While nominations aren't yet in order, we pose the question where a better consultant than Ed Kobak could be found to help sell the world's No. 1 medium.

Our Respects To —

FRANK KIGGINS WHITE

FRANK WHITE, who specializes in turning digits into dollars, moves into the top job at Mutual on May 1 with the reputation of a man who likes to get results, and usually does.

His observation when he was elected president of the network 10 days ago is typical. The assignment, he said, carries "responsibilities and challenges which must be met by performance rather than prediction."

Beyond that, Frank White isn't talking.

But true to his financial and operating background, it is safe to assume that he is already taking stock, and will continue until the inventory is complete. He likes to move slowly and build carefully.

There is much speculation, both inside and outside the Mutual organization, on what the new president intends to do.

This much is sure. Frank White is a team man. He isn't impetuous or headstrong. He won't act until he has thought things through. He will appraise the situation, study all the assets and the debits. He will observe performance. He will fix the goal he thinks Mutual should pursue, and he will chart the course which to him seems the best method of achieving it.

Within the organization, he will build the best team he can. He is a firm man and he will not tolerate slipshod work if he discovers any. But it is not his custom to make changes purely for the sake of making changes, and it is certain that he will build his team from within the present organization insofar as he finds it possible to do so.

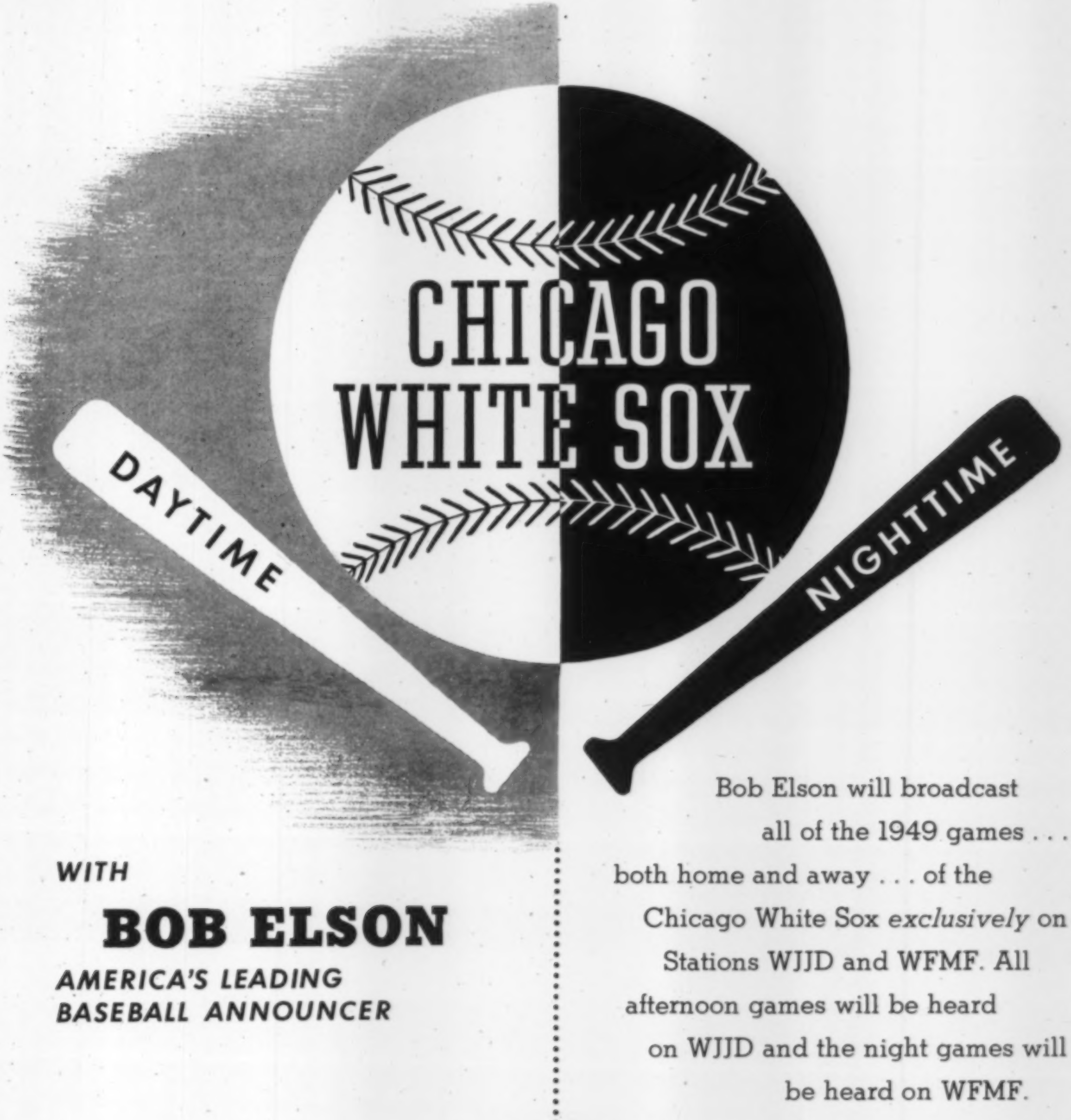
The situation at Columbia Records Inc., whose presidency he leaves to take the network post, is perhaps as good an example of his type of operation as could be found.

He has been with the record company a little more than a year. He has built up what he regards as a good operating team and he feels that the operation is moving smoothly. Accordingly, he felt free to accept the new job, and when he talked it over with CBS Board Chairman William S. Paley and President Frank Stanton, they gave him their blessing. At the moment there appears no urgency for naming his successor immediately.

Mr. White, now 49, has packed a lot of experience into his 12 years in radio. Beyond his reputation as an administrator, around numberless labor-management conference tables he has earned acclaim as one of the best negotiators in the business. For seven years he was

(Continued on page 56)

EXCLUSIVE BROADCASTS OF THE



WITH

BOB ELSON

*AMERICA'S LEADING
BASEBALL ANNOUNCER*

Bob Elson will broadcast all of the 1949 games . . . both home and away . . . of the Chicago White Sox *exclusively* on Stations WJJD and WFMF. All afternoon games will be heard on WJJD and the night games will be heard on WFMF.

WJJD
50,000 WATTS

WFMF
33,000 WATTS

MARSHALL FIELD STATIONS, REPRESENTED NATIONALLY BY AVERY-KNODEL

Management

WALT GAINES resigns as general manager and commercial manager of WWOK Flint Mich., effective May 1. **DOUGLAS WOODY**, program manager, will assume managerial duties and **LEON McNEW**, sports director, will assume duties of commercial manager. Mr. Gaines has announced no future plans.

CLARENCE H. BRACEY, commercial manager of WHOO-AM-FM Orlando, Fla., has been appointed general manager. He has been with the station one year and was formerly in newspaper advertising.

Mr. Bracey

GEORGE ARNOLD Jr., former co-manager of Lee Broadcasting Co., operator of WTAD-AM-FM Quincy, Ill., has been appointed manager of KSMO San Mateo, Calif. He succeeds **JACK SCHACHT**, who will take over operation and management of KMOD Modesto, of which he is half owner. Mr. Arnold previously was with KGLO Mason City.

FORTUNE POPE, executive vice president and general manager of WHOM New York, has been awarded special plaque by Exclusive Records Co., New York, for his efforts to promote democratic principles in employe-management relations.

WALTER J. TEICH has been appointed general manager of KROS Clinton, Iowa. He replaces **MORGAN SEXTON**, deceased. Mr. Teich was formerly sales manager of station.

BOB HARRIS, WVNJ Newark, N. J., newscaster, has been named night manager of the station. Mr. Harris, who was formerly with WMCA New York, will continue his news reporting duties.

BENEDICT GIMBEL Jr., president and general manager of WIP WIP-FM Philadelphia, has been appointed member of 1949 Pennsylvania Ambassador Committee. The committee honors distinguished citizens who were born or lived in the state and now live in other states or countries.

MATHER PAYNE, station manager of WRGA WRGA-FM Rome, Ga., has been re-elected commander of Shanklin-Attaway Post of American Legion.

HERBERT SWOPE

Becomes RCA Adviser

HERBERT BAYARD SWOPE, who recently resigned as director and executive committee member of CBS, April 11 joined RCA as advisor and consultant. Mr. Swope, whose work with RCA will not require his full time, will continue his independent practice with other, and non-competing organizations.

Commenting on the appointment, Gen. David Sarnoff, RCA board chairman, said: "I am glad to make this announcement because I believe it brings additional strength to the ranks of RCA, NBC and our other affiliated companies. Mr. Swope's wide experience in journalism, broadcasting, public entertainment and public policy will prove of value to these organizations."

Respects

(Continued from page 54)

CBS' man-in-charge, handling the basic AFRA, IBEW as well as AFM and other negotiations. He has also served on NAB's Employer-Employe Relations Committee.

Frank Kiggins White was born Sept. 24, 1899, in Washington, D. C., the son of Mary K. and William W. White. He attended the Washington public schools and George Washington U., but his studies were interrupted in 1918 when he enlisted in the Navy as an aviation cadet.

After the war he entered business but continued his studies until 1921, when he joined the accounting firm of Lybrand, Ross Brothers & Montgomery. In 1924 he began a five-year association with the Union News Co. as assistant to the president.

From 1929 to 1935 Mr. White was treasurer of the Literary Guild of America. In 1935 he became treasurer of Stage Publishing Co., and in 1936 was made business manager and treasurer of Newsweek Inc.

He joined CBS in 1937 as treasurer, was made vice president and treasurer in 1942, and became a director in 1944. Until he moved over into the presidency of Columbia Records, his duties took him into only indirect contact with the recording business.

Since Jan. 5, 1948, when he became president, he has been head-over-heels in records, with the 78-vs.-33-vs.-45 rpm battle only one of his problems. Probably his most celebrated accomplishment was as spokesman for the industry in settlement of the Petrillo record strike last year.

In three days Mr. and Mrs. Frank White will celebrate their 21st wedding anniversary. She is the former Doris R. Booth of Bridgeport, a Smith College graduate. They were married April 21, 1928, and have two children, Richard, 18, a freshman at Yale, and David, 15, a student at Rye County Day School. The Whites live at Larchmont, N. Y.

In his off-duty hours Mr. White likes to fish or play bridge. He'd like to indulge these hobbies more often, for he hasn't much time off duty. He is a trustee of the New York Housing Trust and the Rye County Day School, and a member of Sigma Nu fraternity, the Players Club in New York, and the Larchmont Shore Club.

WARD QUAAL

Named CCBS Director

WARD L. QUAAL, acting director of Clear Channel Broadcasting Service, was appointed director at a meeting of CCBS members held in Chicago last Monday in conjunction with the NAB Convention.

He succeeds Louis Ruppel, who had been slated to take office Feb. 1 but never actually assumed the duties. Mr. Ruppel was delayed by illness, and subsequently accepted the editorship of *Collier's*.

The recent expiration of the North American Regional Broadcasting Agreement and the general international radio situation were discussed in detail at the meeting, attended by representatives of the 15 CCBS member stations. Harold Hough of WBAP Fort Worth presided in the absence of Edwin W. Craig of WSM Nashville, CCBS chairman.

Mr. Quaal has been in radio for 13 years, having served with WDMJ Marquette, Mich., WJR Detroit, and WGN Chicago. He was in the Navy for more than three and a half years during the war with rank of lieutenant. For 18 months he was officer-in-charge of the Navy radio station at Norfolk.

THREE-WAY MEET

Sept. 14-16 Date Set

A THREE-DAY schedule of meetings has been set for Sept. 14-16 by the Illinois and Wisconsin Broadcasters' Assns. and NAB District 9 at the Northernaire Hotel, Three Lakes, Wis.

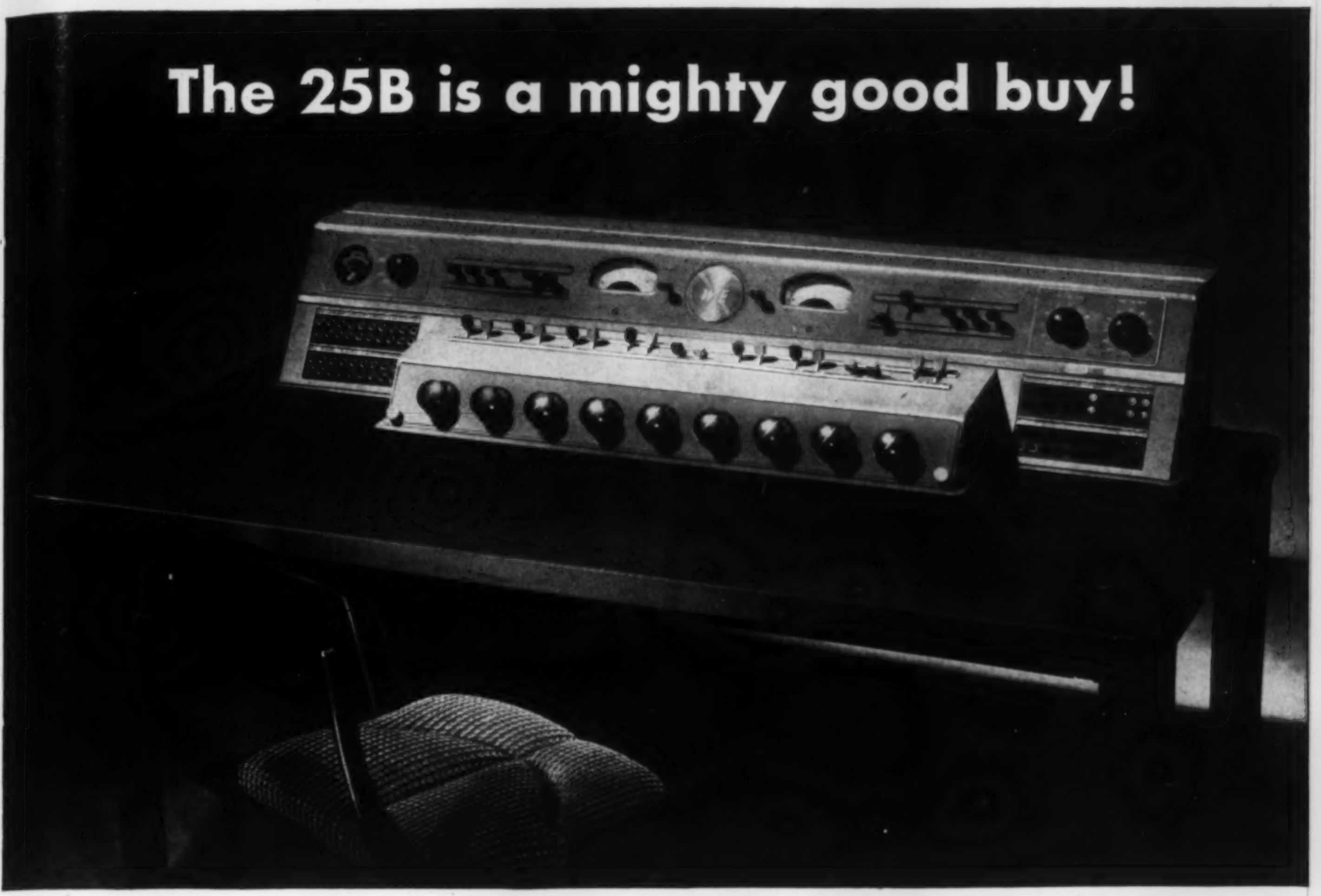
Ben A. Laird, president of WDUZ Green Bay, announced April 10 at the NAB Convention in Chicago that he had been asked by the Wisconsin and NAB groups, of which he is a member, and also by officers of the Illinois association, if he could obtain reservations at a resort hotel with a view toward holding the fall meetings of the three groups at the same time. He said arrangements had been made to accommodate the two state associations September 14, the NAB district delegates the following two days, and a combined golf outing Sept. 17.

PHOTOGRAPHER covering spring meeting of New Jersey Broadcasters' Assn. at Marlborough-Blenheim Hotel, Atlantic City, last month found the broadcasters in good spirits.

Seated, l to r: Mort Hendrickson, WKDN Camden; Bill Griffin, Fred Bernstein and Carl Mark, all of WTTM Trenton; James L. Howe, president of the association, WCTC New Brunswick; Roland Trenchard, association's secretary-treasurer, WAAT Newark; Paul Alger, NJBA vice president, WSNJ Bridgeton; Irving Teetsell, WFPG Atlantic City; Jack Slotoroff, WMID Atlantic City, and Irving Smith, WCAM Camden.

Standing: Blair Thron, WFPG; Gene Milnar, WMID; Walter Reid, WCAP Asbury Park; Fred Wood, WWBZ Vineland; Richard McNamara, WFPG; Dorothy Carlson, WWBZ; James Cosman, WPAT Paterson; Mort Lowenstein, WCAM; Bill Maron, WPOE Elizabeth; Lan Singer, WMID; Harry Goodwin, WNJR Newark; Lloyd Burns, WDHN New Brunswick; Jack Potts, WMTR Morristown; Clarence Onens, WCAM; George Croy, WMTR, and Willard Schriver, WCAM

The 25B is a mighty good buy!



Here are some of the reasons why

General Advantages:

1. The Western Electric 25B Speech Input Console provides highest quality studio control for AM, FM and TV audio.
2. It is versatile...handles two studios...provides duplicate channel operation without interference.
3. It's easy to operate . . . all controls are functionally located for convenience of operator in controlling programs.
4. It's a complete unit with its own table . . . attractive, sturdy, well designed . . . and *it's moderately priced.*

Technical Advantages:

1. It covers complete FM frequency range. Has high signal-to-noise ratio and exceptionally low distortion.
2. It is easy and economical to install . . . plug-in cables carry all external leads to wall boxes (included with 25B).
3. It's fully accessible . . . opens up to expose all components.
4. It includes 7-position mixer; line and microphone transfer keys; dual line amplifiers and volume indicators; separate built-in tube check meter; regulated power supply.

For immediate delivery of one or more 25B Speech Input Consoles, call your nearest Graybar Broadcast Representative — or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

Western Electric

—QUALITY COUNTS—

Distributed by Graybar
Offices in 100 principal cities

DISTRIBUTORS: IN THE U. S. A. —Graybar Electric Company. IN CANADA AND NEWFOUNDLAND —Northern Electric Company, Ltd.

Commercial

MORGAN RYAN has transferred from position of ABC and WJZ New York eastern program manager to network's eastern radio sales department. **LEONARD REEG**, production manager for ABC's western division, temporarily assumes Mr. Ryan's former duties.

CHARLES H. COWLING has joined KMPC Hollywood as director of national spot sales and account executive on several local accounts. For past year and a half Mr. Cowling has been sales manager with KOWL Santa Monica, Calif. Before that he was Los Angeles manager of Western Radio Adv. Inc. (radio representative).

Mr. Cowling

ROBERT de SOUSA, formerly radio and television salesman for Westinghouse Electric Co., Los Angeles, joins NBC Western Division as KNBH (TV) Los Angeles time salesman.

WILLIS SEARFOSS, sales representative at WLOU Louisville, Ky., has been promoted to sales manager of Louisville Broadcasting Corp., licensee of WLOU.

Mr. Searfoss

WATO Oak Ridge, Tenn., has appointed Burn-Smith Co., New York, as its representative.

LEONARD MATT, program director of WDAS Philadelphia, has been appointed sales promotion manager attached to sales division.

RICHARD B. WHEELER, former assistant to **T. A. M. CRAVEN**, MBS vice president in Washington, has joined sales staff of WTOP Washington.

PRICE SELBY has rejoined sales department of WRGA Rome, Ga., after a year's leave of absence.

ROBERT M. HETHERINGTON, formerly of KSTL St. Louis sales staff, has been named sales manager of WIL WIL-FM St. Louis.

Mr. Hetherington

BERNARD HOWARD, former manager of W. S. Grant Co., New York, has joined Forjoe & Co., New York station representative, in an executive sales capacity.

ROBERT Z. MORRISON Jr. has been appointed sales manager of Franklin Broadcasting Corp.'s new FM station, WFLN Philadelphia. Mr. Morrison was formerly in charge of sales development for WFIL and WFIL-TV Philadelphia.

KSIJ Gladewater, Tex., has distributed Rate Card No. 1.

ROSELLE KLIMCOW, with WVET Rochester, N. Y., for two years, has been named traffic manager, replacing **CONSTANCE MIKA**, resigned.

WALTER KEARSEY of sales staff of WBRK Pittsfield, Mass., is the father of a boy, James Michael.

KWSC BUDGET

Cut by State Legislature

DESPITE budget cuts by the Washington State Legislature, KWSC Pullman, operated by the State College of Washington, is going ahead with plans for expansion of studio facilities and development of transcription services, according to a statement released by John R. Ulrich Jr., KWSC news director.

Allen Miller, vice president of the Assn. for Education by Radio and former director of the Rocky Mountain Radio Council in Denver, has been appointed director of KWSC, succeeding Fred Hayward.

Station plans call for new and modern studios for broadcast and recording use, according to Mr. Ulrich, with the present studios to be used for classroom instruction and for emergency broadcasting and recording work.

SALES CLINIC

Planned for Mississippi

MOVE to hold a sales clinic for member stations has been initiated by the Mississippi Broadcasters Assn., but date has not been set, according to Bob Wright, WTOK Meridian, association's new president.

MBA elected officers at its semi-annual meeting in Columbus, Miss., March 26-27. Besides electing Mr. Wright to the presidency, the association named P. B. Hinman, WROX Clarksdale, vice president, and re-elected Bob Evans, WELO Tupelo, secretary-treasurer.

Members of the executive committee for the coming year are: John Cleghorn, WRBC Jackson; Chuck Allen, WJMB Brookhaven; Cy Bahakel, WKOZ Kosciusko; Bob McRaney, WCBI Columbus, WROB West Point, WROX and WELO; Charles Wright, WFOR Hattiesburg, and Wiley Harris, WJDX Jackson. WCBI and the Mid-South Network were hosts at the MBA meeting.

AD ETHICS

Brophy Warns of Competition As AAAA Meet Closes

STRAIGHT TALKING Thomas D'Arcy Brophy, retiring chairman of the AAAA, closed the official business of the organization's 31st annual meeting at White Sulphur Springs April 6-8 [BROADCASTING, April 11] with a warning of competitive times approaching, and an exhortation for ethics in the advertising world.

Mr. Brophy is chairman of the board of Kenyon & Eckhardt Inc., New York.

"Advertising is truly the voice of American business," he said, "and in time of recession advertising has a tremendous responsibility." Through careful attention to ethics, Mr. Brophy said American advertising could perform a real service to the business community.

He asked advertisers in all media to be aware of this responsibility and to avoid "making extreme claims, skirting the truth, flouting what we know to be good taste, and offending the public." He spoke at the final luncheon of the 4A's meeting in the Greenbrier.

The 1949 session was an optimistic one, by all standards. Few advertising men could be found who would predict a decline in advertising expenditures in the first year of the buyer's market. This was true with all media. And with the added impulse of TV expenditures, which may reach $30,000,000 in 1949, total advertising expenditures were expected to equal 1948.

Warning Is Sounded

Warning notes crept into the meeting. There was unanimous agreement that tough competition was coming back fast. There was increased attention to the scientific tools of research in advertising. There were discussions, in closed session, of the financial problems of agency management. There was a morning session devoted to the personnel in advertising—how to select, train, and supervise agency staffs to produce the best advertising for clients.

But there was no lack of confidence at Greenbrier. The 350 agency men gathered there represented about three-fourths of national advertising placement, and their experience in the first quarter has shown no cutbacks of significance from any large accounts.

Television was a subject of much questioning at this session. Video time and talent costs were thoroughly examined. With the help of Young & Rubicam's Dr. Peter Langhoff, the advertisers examined TV progress to date and made some evaluations as to its current advertising effectiveness. One midwest agency man said: "We like working in television. We have found ways to produce low cost shows for our advertisers, and we have found that its pulling power is beyond our highest expectations."

Other agency men were not as optimistic for video in 1949. They said it would not become a major advertising medium in the next five years. Most agreed that national advertisers were making increased appropriations for TV and maintaining radio budgets at 1948 levels.

Each agency man present had his own notions, but the general opinion was that this year's business would not drop seriously—but most expected to see some decline in 1950.

OHIO U. COURSE

Crosley Execs To Lecture

JAMES LEONARD, general manager of WLWC (TV) Columbus, Crosley's new video station, will serve as co-instructor of a course in radio station management and operation being given this spring at Ohio State U. Dr. Kenneth Dameron of the university's business organization faculty made the announcement. Mr. Leonard will assist Dr. Dameron in teaching the course.

Lectures have been scheduled by four other Crosley executives, and talks are to be arranged for some six others, Dr. Dameron said. Those lecturing include William P. Robinson, vice president in charge of WLW Cincinnati programs; Harry Mason Smith, vice president in charge of sales for Crosley Broadcasting Corp.; Bernard Matteson, WLW continuity and copyright acceptance editor, and John T. Murphy, general manager of WLWD (TV) Dayton.

FURNITURE SALES

Zoom When Radio Is Used

CHRISTIE Furniture Store, Susanville, Calif. (pop. 8,000), increased its business more than 20% in the eight months after it began using radio, according to a survey made for the NAB Broadcast Advertising Department by KSUE Susanville.

On one item, Beauty-rest mattresses, Christie was second in sales in northern California (excluding Sacramento and Stockton), and the store's owner, Duke Stewart, attributes this to use of radio. Radio, he said, also brought about an "amazing increase" in sales of Armstrong's linoleum and tile and Bigelow carpets.

Christie allots 80% of its advertising budget to radio and 20% to newspapers in Susanville's neighboring communities. The store uses three quarter-hours weekly. Spot announcements are used extensively.

The area served by KSUE is not served by other stations in the daytime, KSUE reports, and Mr. Stewart indicated his belief that he would have to use six newspapers to get the same coverage that radio gives.

BLUE CHIP SHOWS

at penny-ante prices!

Let's face it! With live-talent program costs soaring . . . with television cutting into radio budgets . . . with advertisers everywhere tightening their belts, you've got to offer your prospect more than airtime. You've got to pitch him a sharp idea . . . open his eyes to a real sales opportunity, if you want him to reach for his pen.

What today's local advertiser wants . . . more than ever . . . is a blue-chip program at penny-ante prices. A program with big names . . . big-time format . . . current songs and music woven into a listenable framework for his commercials. He wants talent that will compete with network shows . . . a program angle that'll make his show remembered. Above all, he wants a flexible show that can be tailored to his individual merchandising requirements.

Will a "record show" fill the bill? No! It's not "big-time." Will an open-end platter . . . a "canned package" do it? Maybe, but what about cost?

Will a well-integrated transcribed musical show that features top stars, patter and late tunes rouse your prospect's interest? It certainly should, if there's an idea behind it and the price is right.

Capitol Transcriptions' unique library program service provides you with just this sort of big-time, low-cost musical show. When you offer Capitol programs...the big-time shows tailored to the local picture . . . you're selling a solid idea with obvious sales appeal. We have prepared a set of discs that give you the whole story. Please send for them.

Mail this coupon today, for the new 1949 FREE demonstration discs – full details.

a unique library program service

Capitol
REG. U.S. PAT. OFF.
TRANSCRIPTIONS
A Division of Capitol Records

Capitol Transcriptions,
Sunset and Vine, Dept. 418
Hollywood 28, Calif.

Sirs: Send me your **FREE** demonstration discs, without obligation.

Name____________________

Station__________ Position__________

Address____________________

City__________ State__________

News

DON CRIPE has joined WIOU Kokomo, Ind., as sports director, replacing **RALPH KING** who resigned to join Johns-Manville Co.

WAYNE OSBORNE has been appointed sports director of WLWD (TV) Dayton, Ohio. He will handle all play-by-play telecasts of Dayton Indians home games at Hudson Field.

Mr. Osborne

BRUCE BAUMAN, formerly with WKAP Allentown, Pa., has joined WIDE Biddeford, Me., as sports director and play-by-play announcer.

GEORGE MARSHALL, formerly chief announcer at WCMI Ashland, Ky., has been appointed news editor.

MILT WOLKEN, veteran mid-west sportscaster, has been appointed sports director of WMOR (FM) Chicago.

BILL O'MARA, formerly with WGVA Columbus, Ga., has been appointed baseball announcer at KRSC-TV Seattle. In addition to announcing pro baseball games being sponsored by the Bon Marche [BROADCASTING, March 28], Mr. O'Mara will handle other sports in season.

BILL SORRELL, formerly sports announcer for WGFG Kalamazoo, Mich., has joined sports department of WBCK Battle Creek, Mich.

BOB ALLMAN, blind sportscaster at KYW Philadelphia, is helping to promote National Blind golf tournament at Plymouth Country Club, near Norristown, Pa., July 8-9. Qualifications for entrance are total blindness and ability to play your home course in less than double par. Mr. Allman will play in tournament.

NEWS TEACHERS

Ten Schools Will Provide

TEN universities will provide radio journalism instructors next summer in connection with the annual interneship project sponsored by the NAB Radio News Committee. Internes will serve on station news staffs during the summer months to obtain practical knowledge of news department operations as an aid to the teaching of journalism.

Universities that have thus far joined the interneship movement are Ohio State; U. of Michigan; Penn State; Syracuse; U. of Colorado; Washington & Lee; Indiana U.; Denver U.; U. of California; U. of Oregon.

The NAB committee, meeting during convention week in Chicago, was told the New Jersey Broadcasters Assn. would hold its second annual radio institute in cooperation with Rutgers U. The committee will participate in the institute.

Status of privilege legislation in the states was reviewed by the committee. Attending the meeting were E. R. Vadeboncoeur, WSYR Syracuse, chairman; Wilton Cobb, WMAZ Macon, Ga.; James L. Howe, WCTC New Brunswick, N. J.; Arthur C. Stringer, NAB.

Strike Settled

STRIKE of seven weeks' duration at WSAY Rochester by AFRA was settled April 9 when the station and union signed a union shop contract, the union announced. During the strike, the National Labor Relations Board ruled that the AFRA tactics of persuading a sponsor to discontinue advertising on the station was not a secondary boycott within the meaning of the Taft-Hartley Act.

NEWS EXCHANGE

Planned by NABUG

ORGANIZATIONS which are members of National Assn. of Broadcast Unions and Guilds will exchange news items, according to an arrangement worked out April 8 at a NABUG meeting in New York. At the session, representatives from the newly formed Television Writers Guild were seated for the first time.

Oliver W. Nicoll, national chairman of NABUG, read reports from its Chicago council, headed by Ray Jones, and from the Hollywood council, headed by Sam Moore. Mr. Nicoll praised the work of those two councils in coordinating efforts of unions in the broadcasting field.

BBM Committee Named

A RESEARCH and development committee has been appointed by the Bureau of Broadcast Measurement, Toronto, to determine the best methods of securing and a reporting a breakdown of the present weekly audience figures, to determine new uses for the reports, and to simplify the presentation of audience data. Findings are to be made in 1950. On the committee are, all from Toronto, Pat Freeman, Canadian Association of Broadcasters; H. F. Chevrier, Canadian Broadcasting Corp.; C. W. McQuillin, radio director, Cockfield Brown & Co.; Marie Fromow, Lever Bros. Ltd.; E. D. Cooper, Imperial Oil Ltd.; and D. P. Featherstone, Spitzer & Mills Ltd.

SLOAN AWARDS

To Be Given April 25

PRESENTATIONS of the 1948 Alfred P. Sloan Radio Awards for highway safety [BROADCASTING, April 11] will be made April 25 at a dinner and reception at the Waldorf-Astoria Hotel, New York. Announcement was made by Pyke Johnson, president of the Automotive Safety Foundation, Washington, administrator of the program which is sponsored by the Alfred P. Sloan Foundation.

Alfred P. Sloan Jr. will present the sculptured plaques, cast in bronze, to CBS, NBC and the six stations selected for awards. Henry J. Taylor, ABC commentator, will originate his regular program at the dinner and dedicate it to highway safety, Mr. Johnson said.

GALEN DRAKE

Compiles Favorite Stories

THIS IS GALEN DRAKE. By Galen Drake. 296 pp. Garden City, N. Y.: Doubleday & Co. $2.95.

GALEN DRAKE, genial philosopher heard regularly over WCBS New York, under the auspices of the Housewives' Protective League, and over other stations on transcribed commercial spots, has compiled some of his favorite stories and bits of philosophy in *This Is Galen Drake*.

Joseph Auslander, who wrote the introduction, describes the book as "a grab bag of good tangy talk, but with a difference. It is the talk of a singular man with a singular gusto for all the colorful and kaleidoscopic pageantry of life, all the sparkling and sprightly curiosities and oddities of knowledge from aardvark to zygote, from cabbages to kings." The book contains close to 200 bits of "homespun philosophy."

ATLANTIC TREATY

Signing Covered by AM, TV

SIGNING of the North Atlantic Treaty in the Departmental Auditorium, Washington, April 4 had complete AM and TV network coverage. Network AM coverage was handled individually by each of the four major networks' Washington outlets and television coverage was handled by pooled facilities through WOIC(TV) Washington.

WOIC fed one hour and 56 minutes of the ceremonies to the East Coast and Midwest. Only WOIC personnel was used for the telecasts, with Ken Evans handling all commentary. Using a crew of six, and two cameras, the telecast ran from 3 to 4:56 p.m.

WTOP Washington handled the AM coverage for CBS with a pickup from the auditorium from 4:30 to 5 p.m. Charles Collingwood did the announcing. Mutual carried two broadcasts from its Washington affiliate, WOL—one from 3:30 to 3:45 p.m. and another from 4:30 to 5 p.m. Albert L. Warner and Ray Hutchinson handled both broadcasts. WMAL Washington fed the 4:30 to 5 p.m. broadcast to ABC with Elmer Davis and Bryson Rash handling mike duties. NBC carried the same period from its WRC, with commentary by Richard Harkness.

Heads Canadian Probe

VINCENT MASSEY, former Canadian ambassador to United States, has been appointed to head a royal commission inquiring into broadcasting, television and government public relations agencies. Commission is expected to start work this summer and make report next year.

THIS transaction is not for the purchase of a car, as it may appear, but rather for the sponsorship of a half-hour-daily musical show, *Melody Lane*, on KGO San Francisco. J. E. French Jr. (r) of J. E. French Co., one of America's largest automobile sales firms with headquarters in San Francisco, launches his firm's Bay Area radio campaign, with the cooperation of Gayle V. Grubb, KGO general manager. George Taylor Advertising, San Francisco, handles the account.

New Business

(Continued from page 14)

SHERWIN-WILLIAMS Co., Cleveland (paint products), appoints Fuller & Smith & Ross, Cleveland, to handle advertising, effective Sept. 1.

SAVE-ON DRUGS Inc., Los Angeles, through Brisacher, Wheeler & Staff, that city, sponsoring 13-week announcement campaign on three Los Angeles stations. Contract calls for five weekly on KNX and three weekly on KECA and KHJ. Schedule follows intensive ten-day spot campaign that ended April 10 on these and six other local stations.

COMPANIA QUIMICA Comercial e Industrial S. A., Lima, Peru, appoints Lima office of McCann-Erickson to handle its advertising for Maravilla, a detergent. Radio will be used.

ALTES BREWING Co., San Diego, Calif. (Altes Lager Beer), sponsoring 52-week spot announcement schedule on three Southern California stations. Contract calls for 20 weekly on KFXM and 11 weekly on KITO San Bernardino and eight weekly on KPRO Riverside. Agency: Seder-Talbott Inc., Hollywood.

SOUTHERN CALIFORNIA FISH Co., Los Angeles (Blue Sea Tuna), appoints Glasser-Gailey Inc., that city, to handle advertising. Radio will be used.

BALIAN ICE CREAM, Los Angeles (Franilla ice-cream), April 12 started 13 week series of one minute weekly live television spots on KLAC-TV Los Angeles. Agency: Tullis-Victor Co., same city.

PEERLESS LAUNDRY, Los Angeles, April 11 started four week test campaign of three television participations weekly on KFI-TV Los Angeles *Ladies Day*. Agency: Western Adv. Agency Inc., Los Angeles.

MARSHALL & CLAMPETT, Los Angeles (auto dealers), April 12 started quarter-hour weekly *Sportsfolio* telecasts on KTTV (TV) Los Angeles. Contract for 52 weeks. Agency: Smith, Bull & McCreery Adv., Los Angeles.

GONSET Co., Burbank, Calif. (manufacturer, television antennae and special television and radar equipment), April 15 started 13 week series of one minute television (slide) spots on KTLA (TV) Los Angeles. Agency: Allied Adv., Los Angeles.

Network Accounts • • •

GENERAL FOODS Corp., New York, through Benton & Bowles, will sponsor *Surprise Package*, ABC audience participation program over nine-station ABC Pacific Coast network, starting May 17. Initial 20-week contract calls for broadcasts on Tuesdays and Thursdays, 2:05-2:15 p.m., (PST).

CHRYSLER SALES DIV., Chrysler Corp., Detroit, will sponsor *Sammy Kaye's Showroom*, new quarter-hour program of light dinner music on ABC. Initial 26-week contract for Monday, Wednesday and Friday, 6:45-7 p.m., was placed through McCann-Erickson, New York.

P. LORILLARD Co., New York (Old Gold cigarettes), today (April 18) extends ABC Bert Parks' *Party Time*, now heard on eastern network stations, to entire ABC Pacific network, Mondays, Wednesdays, Fridays (4-4:15 p.m. PST). Contract for 52 weeks. Agency: Lennen & Mitchell, New York.

SEEMAN Bros. Inc., New York, on behalf of Air-Wick, renews sponsorship of *Monday Morning Headlines*, aired Sundays, 6:15-6:30 p.m. on 257 ABC stations. The 52-week renewal contract, effective May 29, was signed through William H. Weintraub & Co., New York.

LIBBY, McNEILL & LIBBY, Chicago food packing firm, begins its sixth year of sponsorship of *My True Story* (five-a-week, 9 to 9:25 a.m. CST) on full ABC network. Agency: J. Walter Thompson Co., Chicago.

LANGENDORF UNITED BAKERIES Inc., San Francisco, May 3 starts sponsorship of *Red Ryder* series on ABC's Pacific Coast network, Tuesdays and Thursdays (7:30-8 p.m. PST), Agency: Biow Co., San Francisco.

P. J. RITTER CO., Bridgeton, N. J. (food products), renewed *Betty Clark Sings*, effective April 17, for 13 weeks on ABC (Sundays, 3:15 p.m.). Agency: Clements Co., Philadelphia.

TONI Co., Chicago, May 9 renews for 52 weeks *This Is Nora Drake*, CBS daytime serial, aired Mon.-Fri., 2:30-2:45 p.m. Agency: Foote, Cone & Belding, Chicago.

The Advertiser's Dream Comes True

SPOT PROMOTION
NEWSPAPERS
CAR CARDS
SHOW CARDS
DEALER LETTERS
DISPLAYS
SPONSOR INTERVIEWS
WHOO

with . . .

MERCHANDISING

AND

PROMOTION

AT

WHOO

Although "time on the air" is the primary product sold by WHOO, its merchandising and promotion services go hand in hand in making its advertisers' products the "leaders" in Florida's rich citrus belt.

AM · WHOO · FM

AM
10,000 Watts

FM
59,000 Watts

ORLANDO, FLORIDA

REPRESENTED NATIONALLY BY RA-TEL

GIMMICKS Widely Distributed at NAB Exhibits

By JANE PINKERTON

GIMMICKS, with a businesslike adaptation, deluged NAB conventioneers last week as they examined elaborate displays and exhibits of more than 50 organizations classed as associate members.

NAB members milled around the fifth floor of the Stevens Hotel in Chicago for demonstrations of transcriptions and lighter equipment, moving to the Exhibition Hall on the lower level for the heavy equipment displays. (See separate story.)

One major conversational subject was afforded by International News Service, which distributes the Projectall, manufactured by Tressel Television Productions, Chicago; and United Press, which distributes the Multiscope. Latter mechanism was developed by Sterling Television Inc., Chicago, for WBKB (TV) Chicago, holder of an exclusive franchise.

Both machines are television projectors which can handle titles, pictures and cartoons, current time and temperature, moving ticker tape news and a sponsor's standing signature. The Projectall is also equipped with a small power-driven turntable on which is placed a product model. INS Soundphotos, reprinted in a size to fit the Projectall, can be televised within minutes after reception. Regular INS radio and television news, edited in advance, can be typed in a format to fit the projection slot, four-by-five inches.

Mechanically Developed

The Multiscope has been developed mechanically by Acme Teletronix, Cleveland subsidiary of NEA. A specially-equipped camera reduces as many as 30 8½-by-11 inch news pictures to the small size in 25 minutes with use of a wet developing process.

Transcription Broadcasting System, "which costs the station buttons." gave a Playboy car to the NAB member scoring the highest on a pin ball game. Typewriters also were awarded. Its display bore the theme, "planned transcribed broadcasting."

Altec Lansing Corp. distributed a miniature microphone, weighing one-forth of an ounce and the size of "six dimes stacked together." It was an exact replica of its new non-directional model which can pick up music from an entire symphony. Firm also showed its lapel mike, specially designed for video. The standing Altec model was used during the convention for major meetings.

American Radio Publications, Peoria, Ill., toured conventioneers above Chicago in the firm's "Gray Goose" plane, used when President Rex G. Howard flys around the country arranging for stations to have pictorial albums made for listeners. Brochures are paid for by local merchants. American Radio organizes, edits, publishes and distributes them.

More than 1,500 plastic cash register-banks were distributed by World Broadcasting. World introduced the Lyn Murray series Monday, and played recordings of Dick Haymes which were circulated a month ago. Promotion called attention to the commercial presentation, with scripts, production aids, brochures, audition discs and promotion aids.

"Blue chip programming at penny ante prices" was offered by Capitol Transcriptions in the "Capitol Cabana," complete with California sand, star fish, awnings and beach chairs. Programming and production, rather than names of the stars, were highlighted.

Standard Radio Transcription Services, Chicago, backgrounded its four star shows with plum and blue velvet. They held auditions for open-end shows, "with solid production and special themes," which are serviced without extra charge.

Radiotime and Tele-V-Times, Chicago, previewed a sample issue of *Radiotime*, "a magazine of radio and television program news," which will be published for the first time June 19 on a bi-weekly basis. It gives complete program schedules for subcribing stations, and is circulated to 4,000 agency people, advertisers and representatives.

Unique electric clocks, with an advertising message and multi-colored neon lights, were shown by Radio Television Publicity Corp., for distribution to local radio accounts as a merchandising aid.

Six musical series were premiered by SESAC—symbolic band, augmented concert orchestra, with Rosario Bourdon, barbershop quartet, concert chorus, and a sacred choir.

The mystery disc was displayed as a development of Lang-Worth Feature Programs. The eight-inch Vinylite recordings play seven and one-half minutes on each side. Firm also showed an eight-inch fine-line disc playing 15 minutes on each side. Recordings were distributed to visitors.

The Frederic W. Ziv display, backed by colorful placards plugging all the transcribed shows, included elaborate brochures and promotion pieces. Center of attraction was the popular *Cisco Kid*, for which the company issued a comprehensive promotion portfolio including pictures, advertising mats, publicity stories, lapel buttons, ("C. K., Ask Me Today" and "I'm a Cisco Kid Fan") and paper masks of the two main characters in the show.

An attractive model handed calling cards to NAB members, inviting them to join her in Suite 509A, headquarters of the Associated Program Service. Gardenias were given to the women. Associated plugged income shows, ranging from symphony to folk music, which require simple production—one announcer and two turntables. It introduced *Morning Almanac* last Monday.

Eells & Assoc. Shows

Pat O'Brien From Hollywood, *Frontier Town* and *Adventures of Frank Race* were offered by Bruce Eells & Assoc., Hollywood, in its station programming package. A fourth show of the situation comedy type is to be released shortly.

C. P. MacGregor Electrical Transcriptions, Hollywood, has extended its 4,500-record music library to FM stations at a cheaper rate than to AM. Discs, operating at 33⅓ rpm, feature race, popular, Hawaiian, Latin American and square dance music. Firm introduced its new children's fairy tale albums.

Four distributors were signed by Arcturus Engineering Corp., Los Angeles, during the first two days of the convention. Company exhibited its lathe-type and magnetic tape recorders and the motor for the latter. Broadcasters considered the motor unique because it does not require relays and solenoids, the electrical plunger used in mechanical breaking. The tape recorder and motor were shown for the first time, and the lathe-type model was introduced to Midwest and Eastern representatives. It has been distributed only on the West Coast so far.

Gray Research and Development Co., Hartford, Conn., demonstrated the Telop-TV slide projector, sound effects consoles, transcription turntables with a record lift and the Audograph. Ampex magnetic tape recorder, kind used by ABC and Bing Crosby, was exhibited, as was the Presto recorder. Presto Recording Corp., Paramus, N. J., is observing its 15th anniversary.

Tie-in between Blackstone Washing Machines and *Blackstone the Magic Detective*, transcribed mystery feature, was outlined by Charles Michelson of New York. Show is aired on 48 stations. Mr. Michelson, who introduced *Sealed Book*, is promoting block mystery programming.

Results of a survey conducted by Columbia Recording Corp.'s Transcription Dept. among 2,200 stations show that 600 of 800 stations reporting are equipped to use microgroove records. Another 200 said they would install such equipment soon. Columbia demonstrated its music records and spot commercials, all on long-playing discs.

Full-range recordings at 78 rpm were auditioned by the London Library Service, which releases 10-inch discs recorded and pressed in England.

Magnecord displayed its tape recording system which is assembled on the unit construction principle and can be sold in basic parts to which other sections can be added as needed. All units can be used for both remote and studio shows.

Replicas of Jump-Jump, elf in *Holiday House* issued by Harry S. Goodman Radio Productions, were passed out to visitors.

Complete line of equipment for professional recording and playback was demonstrated by Fairchild Recording Equipment Corp., New York. Magnetic tape recorder and turntable were highlighted.

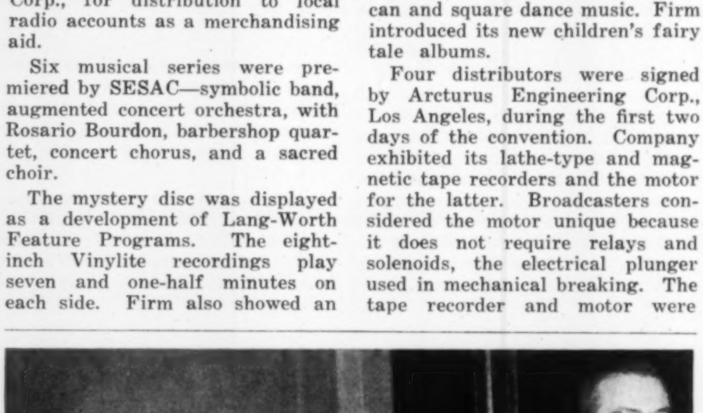
American Television Inc., Chicago, previewed its 13-week series of *Bob Sterling, American Ranger*, a "video-comic" produced by Eugene Conrad. Promotion includes a "Bob Sterling Comic Book" and manuscript material for organization of "Bob Sterling Amateur Dramatic Clubs" by children.

Tower lighting equipment manufactured by Hughry and Phillips of Los Angeles and New York included a cutaway of a 300 mm code beacon and new photo-electric controls, shown for the first time.

Broadcasters saw new forced air radiation external anode tubes manufactured by the Amperex Electronic Corp., Brooklyn, which also makes transmission tubes and AM-FM-TV transmitters and rectifiers.

Ampex Electric Corp., San Car

(Continued on page 70)



HOSTS at a cocktail party and luncheon in Chicago April 10 were E. R. Borroff (l) and O. L. (Ted) Taylor (r), partners in Taylor-Borroff Inc., Chicago station representative firm. Among the guests were James Neale, second from l, radio director of Dancer-Fitzgerald-Sample, New York, and Paul Huth, radio director of Procter & Gamble.

ACTIONS OF THE FCC

APRIL 7 TO APRIL 14

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur.-aural
vis.-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours
SSA-special service authorization
CG-conditional grant

April 7 Decisions . . .

BY COMMISSION EN BANC

License Renewal

Following granted renewal of licenses for period ending May 1, 1952: KFMB San Diego; KFYR Bismarck, N.D.; KGGM Albuquerque; KOAC Corvallis, Ore.; KOY Phoenix; KSAC Manhattan, Kan.; KWTO Springfield, Mo.; WAGE, Aux. and Alternate, Syracuse; WAYS Charlotte, N. C.; WDEV Waterbury, Vt.; WDLP Panama City, Fla.; WGBA Columbus, Ga.; WGR and Aux. Buffalo; WHJB Breensburg, Pa.; WIP and Aux. Philadelphia; WJLS Beckley, W. Va.; WLVA Lynchburg; WQXI Buckhead, Ga.; WROW Albany, N. Y.; WTNC Thomasville, N. C.; WPRO and Aux. Providence; WIS Columbia, S. C.; WMAM Marinette, Wis.

SSA—1230 kc

Mrs. Louise C. Carlson, New Orleans, La.—Denied request for SSA to use trans. equipment and studio facilities of WJBW New Orleans for period of 9 months pending construction of WADW New Orleans.

AM—1450 kc

KBYR Anchorage, Alaska—Granted CP to change frequency from 1240 kc to 1450 kc.

AM—1280 kc

Charlottesville Bcstg. Corp. Charlottesville, Va.—Granted CP for new station 1280 kc, 1 kw, D; engineering cond.; estimated cost: $27,200.

AM—1390 kc

Turlock Bcstg. Co., Turlock, Calif.—Granted CP for new station 1390 kc 1 kw unl. DA-N.

Assignment of license

KTAN Sherman, Tex.—Granted consent assignment of license to Sherman Broadcast Corp. for $18,110.

Transfer of Control

WANE Fort Wayne, Ind.—Granted consent to transfer of control from Glenn R. Thayer and Merlin H. Smith to C. Bruce McConnell, 69%, for $21,850.

Assignment of License

KUBA Yuba City, Calif.—Granted consent to assignment of license from partnership of five equal partners to corp. owned by three of partners, Peach Bowl Bcstrs. Inc.

Transfer of Control

WSAT Salisbury, N. C.—Granted consent to voluntary relinquishment of control by C. H. Wentz in Mid-Carolina Bcstg. Co., representing 33⅓%, for $18,000.

Assignment of License

WOSH-AM-FM Oshkosh, Wis.—Granted assignment of licenses AM and FM stations to new partnership of same name composed of William F. Johns Jr., William F. Johns Sr., Penrose H. Johns and Frederick W. Renshaw, representing 55% interest, for $62,000.

Hearing Designated

Fort Payne On the Air, Fort Payne, Ala.—Designated for hearing application for new station 1250 kc 250 w D.

Lawrence Bcstg. Co., Lawrence, Kan.—Designated for hearing application for new station 1320 kc 500 w D; and made KCKN Kansas City, Kan., party to proceeding.

KWKW Pasadena, Calif.—Designated for hearing application for assignment of license to Southern Calif. Trade Unions Bcstg. Assn.

Modification of CP

KBRZ Bryan, Tex.—Granted mod. CP increase power from 500 w to 1 kw and change type of trans.; engineering cond.

AM—1010 kc

WEAS Decatur, Ga.—Granted CP install new trans., increase power from 1 kw to 10 kw; engineering cond.

AM—1350 kc

WGAD Gadsden, Ala.—Granted CP increase D power from 1 kw to 5 kw, DA-N install new trans., change trans. location operating on 1350 kc 1 kw unl.; engineering cond.

Request Denied

KHIT Lampasas, Tex.—Denied request to use air identification as "KHIT Lampasas-Burnet" for reason that it would be inconsistent with rules and because KHIT could not be regarded as rendering service to Burnet, 22 miles away.

Petition Denied

All Nations Bcstg. Co., Boston—Denied petition for reconsideration and grant of application for new station to operate on 1390 kc, 5 kw, DDA.

Steel City Bcstg. Co., Gary, Ind. and WGES Chicago—Denied joint petition for reconsideration and grant without hearing of applications for construction permits.

WCRB Waltham, Mass.—Denied petition requesting application for mod. license to increase power from 500 w to 1 kw, be reconsidered and granted cond., under provisions of Sec. 1.385 (e) of rules.

Hearing Designated

Coast Bcstrs. Inc., Astoria, Ore. and Kenneth D. Juhlin and Mary I. Juhlin, Long Beach, Wash.—Designated for hearing in consolidated proceeding application of Coast Bcstrs. Inc. and Juhlin, each requesting a new station 1230 kc 250 w unl.

Petition Granted

WLAQ Rome, Ga.—Granted petition insofar as it requests deletion of issues 1, 3 and 7 from Commission's order of Nov. 13, 1947, and for removal of hearing from Rome Ga., to Washington, in re application to change frequency etc.; petition denied insofar as it requests postponement of hearing date; and order of Nov. 13, 1947, was amended to show deletion of issues 1, 3 and 7 therefrom, and to show removal of application of Coosa Valley Radio Co. from said hearing with respect to all issues therein.

Waiver Denied

Surety Bcstg. Co., Charlotte, N.C. and WRRF Washington, N.C.—Adopted memorandum opinion and order rejecting joint waiver of hearing filed Sept. 10, 1948, by Surety and WRRF and request contained therein that commission consider and act on applications in accordance with procedure prescribed in Sec. 1.391 of the rules, is denied.

Standards Changed

Commission adopted report and order amending standards of good engineering practice concerning standard broadcast stations, effective May 16, 1949, with respect to groundwave signals. Proposed rules were announced Oct. 1, 1948.

FM Authorizations

Two new FM CPs were granted by FCC in lieu of CGs and 15 existing outlets were granted new CPs for changes of facilities (See story BROADCASTING April 11, page 191.)

Extension Granted

Fanny B. Wilson, Memphis, Tenn.—Upon petition, Commission vacated action of March 16, denying application for extension of completion date to construct new Class B station, and granted application, subject to cond. that on or before June 1, either construction be completed in accordance with the terms of the CP or station commence operation with interim equipment.

Extension Denied

Earl C. Hankamer, Houston, Tex.—Denied application for mod. CP to extend completion date Class B FM station to June 9, 1949.

Adopted notice of proposed rule making amending revised tentative allocation plan for Class B FM stations to add Channel 295 (106.9 mc) to La-Salle-Peru, Ill. Interested parties have until May 9 to file comments.

(Continued on page 64)

RCA TUBES . . .

the standard of comparison

For your convenience RCA tubes are available from your local RCA Tube Distributor or directly from RCA

The Fountainhead of Modern Tube Development is RCA

TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

FCC Actions

(Continued from page 63)

Decisions Cont.:

Order Affirmed

A. H. Belo Corp., Dallas, Tex.—KBTV Dallas, Tex.—Adopted order affirming action of Secretary granting application of Lacy-Potter Television Bcstg. Corp. and denied A. H. Belo Corp. petition for reconsideration, and petition of KBTV to strike.

Hearing Designated

KGDM-TV Stockton, Calif.—Designated for hearing application for additional time to complete construction of TV station.

Extension Granted

WTLE Greensboro, N. C.—Granted application for extension of completion date to Aug. 2; and granted request to dismiss without prejudice application to change frequency from Channel 2 to Channel 10, to make ant. changes and increase power.

April 7 Applications . . .

ACCEPTED FOR FILING

License for CP

WJBB Haleyville, Ala.—License to cover CP new AM station.

WSTS Southern Pines, N. C.—License to cover CP increase power etc.

Transfer of Control

WHTB Talladega, Ala.—Transfer control of 60% common stock from Melvin Hutson to R. A. Davidson.

AM—1460 kc

WHFC Cicero, Ill.—CP change 1450 kc to 1460 kc increase power from 250 w unl. to 500 w unl. DA-DN, change trans. site and changes in ant. AMENDED to omit request for change freqeuncy, power etc.

SSA—900 kc

WKYW Louisville, Ky.—SSA 900 kc 1 kw-D 100 w-N unl. for period ending no later than Nov. 1.

AM—1470 kc

WLBR Lebanon, Pa.—CP change from 1270 kc 1 kw D to 1470 kc 1 kw unl. DA-N.

Modification of CP

KLMS Lincoln, Neb.—Mod. CP new AM station for extension of completion date.

Program Authority

American Bcstg. Co. Inc., New York—Extension authority to transmit programs to CFCF and CBL and Canadian Bcstg. Corp. for period beginning June 2.

Modification of CP

KARM-FM Fresno, Calif.—Mod. CP new FM station to change ERP to 7.4 kw.

WBRL Baton Rouge, La.—Mod. CP new FM station to change ERP to 7.56 kw, change ant. height.

WQDI Quincy, Ill.—Mod. CP new FM station for extension of completion date.

WMCA-FM New York—Same.

WBT-FM Charlotte, N. C.—Same.

WSTP-FM Salisbury, N. C.—Same.

License for CP

WJX-FM Jacksonville, Fla.—License to cover CP new FM station.

WTNC-FM Thomasville, N. C.—Same.

WRVB Richmond, Va.—Same.

WABF New York—License to cover CP for changes new FM station.

FM—95.5 mc

KWRN-FM Reno, Nev.—CP change ERP to 10.731 kw.

License Renewal

WJLK Asbury Park, N. J.—Renewal of license.

WHA-FM Madison, Wis.—Same.

TENDERED FOR FILING

Transfer of Control

WFEC Miami, Fla.—Acquisition of control by Dorothy Bartell through purchase of stock from Marie W. Skinner and William E. Benns Jr.

KEYD Minneapolis—Transfer of 20% of stock by Christian Business Men's Committee of Minneapolis Inc. to other stockholders.

CP to Reinstate

WCSR Cobleskill, N. Y.—CP to reinstate expired CP new AM station 1420 kc 1 kw D.

APPLICATIONS DISMISSED

AM—1450 kc

Veterans Bcstg. Corp., Ottawa, Ill.—DISMISSED April 4 application new AM station 1450 kc 100 w unl.

AM—1410 kc

Nashville Radio Corp., Nashville, Tenn.—DISMISSED April 4 application new AM station 1410 kc 5 kw unl.

FM—95.5 mc

WCCP-FM Savannah, Ga.—DISMISSED March 28 application for CP to replace expired CP.

FM—94.9 mc

WALA-FM Mobile, Ala.—Same.

FM—100.9 mc

Central Bcstg. Inc., Independence, Kan.—DISMISSED April 4 application new FM station.

WTOP-FM Washington, D. C.—DISMISSED April 1 application new FM station.

Crookston Bcstg. Co., Crookston, Minn.—DISMISSED March 4 application new Class B FM station.

April 8 Decisions . . .

ACTIONS ON MOTIONS

By Commissioner Hennock

Benlee Bcstg. Co., Patchogue, N. Y. Denied petition to dismiss without prejudice its application; Commission on own motion ordered said application dismissed.

KANA Anaconda, Mont.—Granted petition for indefinite continuance of hearing scheduled April 13; pending action on petition for reconsideration and grant.

WFNS Burlington, N. C.—Commission on own motion continued indefinitely hearing scheduled April 28 pending action on petition for grant without hearing.

KVAK S. H. Patterson (Assignor), Albert Alvin Almada (Assignee), Atchison, Kan.—Granted joint petition for leave to amend application for assignment of license, so as to add to exhibit of supplementary contract extending expiration date of sale.

Monroe Pub. Co., Monroe, Mich.—Granted petition to dismiss without prejudice its application.

KWAT Watertown, S. D.—Granted petition for extension of time to file reply brief and time was extended to April 18.

KLIK Escondido, Calif., et al—Commission on own motion continued hearing scheduled for April 21-27, to May 26 at Escondido, May 27 at Oceanside, May 31, at Santa Monica, and June 1 at Inglewood, Calif.

WEMB San Juan, P.R.—Granted petition for continuance of hearing scheduled for April 21 for indefinite period pending action on petition for reconsideration and grant.

KWBU Houston, Tex.; Carr P. Collins Jr., Corpus Christi, Tex.—Granted petitions to dismiss without prejudice their applications and application of KTHT Houston, was removed from hearing docket.

KWBU Houston, Tex.—Granted petition for leave to intervene in hearing on application Falls County Public Service, Marlin, Tex.; and hearing on application was continued from April 11 to April 25.

Falls County Public Service, Marlin, Tex.—Granted petition for leave to amend application to substitute V. H. Gage as partner in lieu of M. S. Hagler.

Hot Springs Bcstg. Co., Hot Springs, Ark.—Granted petition for extension of time to file exceptions in consolidated proceeding in re application of KTHS et al, and time was extended to May 3.

Farnsworth Television and Radio Corp. (Assignor), News-Sentinel Bcstg. Co. Inc. (Assignee)—Granted joint petition insofar as it requests leave to amend application for consent to assignment of license of WGL, to show extension of effective date of purchase agreement; and amendment filed with petition as concerns extension of effective date of purchase agreement was accepted.

WCPO Cincinnati, et al—Commission on own motion extended to April 20 time within which to file proposed findings.

WMEX Boston—Commission on own motion extended time to April 5 within which to file proposed findings in re transfer of control.

April 8 Applications . . .

ACCEPTED FOR FILING

Assignment of License

KSON San Diego—Assignment of license from John Ward Studebaker Jr., John G. Studebaker and C. Frederick Rabell d/b Studebaker Bcstg. Co. to Studebaker Bcstg. Co. Inc.

Transfer of Control

WFEC Miami, Fla.—Acquistion of control by Dorothy Bartell through purchase of stock from Marie W. Skinner and William E. Benns Jr.

KEYD Minneapolis—Transfer of 20% of stock by Christian Business Men's Committee of Minneapolis Inc. to other stockholders.

AM—1240 kc

Cecil W. Roberts, Nevada, Mo.—CP new AM station 900 kc 250 w D. AMENDED to request 1240 kc 250 w unl.

SOLD on radio as an advertising medium, King Cole (r), owner of Cole Furniture Co., Danville, Va., enters into one-year agreement with WDVA Danville for five-weekly sponsorship of *King Kole Kapers*. Results of firm's sponsorship of show only once a week led to decision to go into radio more heavily. At left is Emerson J. Pryor, WDVA general manager. *King Kole Kapers* is a musical program featuring Glen Thompson (standing) and the Dixie Playboys.

SSA—770 kc

KOB Albuquerque, N. M.—SSA 770 kc 50 kw-D 25 kw-N from June 1 for next regular license period.

CP to Reinstate

WCSR Cobleskill, N. Y.—CP to reinstate expired CP new AM station 1420 kc 1 kw D.

AM—550 kc

WLIN Merrill, Wis.—CP change from 730 kc 1 kw D to 550 kc 1 kw-D 500 w-N DA-DN.

License Renewal

WTSV Claremont, N. H.—Renewal of license.

Modification of CP

WSUN-FM St. Petersburg, Fla.—Mod. CP new FM station for extension of completion date.

KBUR-FM Burlington, Iowa—Same.

WJHL-FM Johnson City, Tenn.—Same.

WJMX-FM Florence, S. C.—Mod. CP new FM station to increase ERP to 11 kw.

WTOA Trenton, N. J.—Mod. CP new FM station to increase ERP to 14.190 kw.

License for CP

WQQW-FM Washington, D. C.—License to cover CP new FM station.

WBYS-FM Canton, Ill.—Same.

Modification of CP

KNBH Los Angeles—Mod. CP new commercial TV station change ERP from 15 kw vis. to 8 kw vis. and 25.22 kw aural to 13.34 kw aural.

WNHC-TV New Haven, Conn.—Mod. CP new commercial TV station for extension completion date to 10-28-49.

WOIC Washington, D. C.—Same to 6-15-49.

WJAX-TV Jacksonville, Fla.—Same to 10-18-49.

WTCN-TV Minneapolis, Minn.—Same to 6-30-49.

KRLD-TV Dallas—Same to 10-1-49.

TENDERED FOR FILING

Assignment of License

WJRD Tuscaloosa, Ala.—Assignment of license to Wilhelmina Q. Doss, administratrix of estate of James R. Doss Jr., deceased.

AM—1240 kc

KELK Elko, Nev.—CP change from 1340 kc 250 unl. to 1240 kc 250 unl.

April 11 Decisions . . .

BY THE SECRETARY

WAAT Newark, N. J.—Granted license to use presently licensed N main trans. as aux. trans. for D use with power 1 kw. Granted license to use presently licensed D main trans. for N. use with 1 kw power, employing DA-N.

WDOV Dover Del.—Granted license for new standard station; 1410 kc 1 kw D.

KVSM-FM San Mateo County Bcstrs., San Mateo, Calif.—Granted request to cancel CP and mod. thereof for new FM station.

KWGD Globe-Democrat Pub. Co., St. Louis—Same.

KNAL Victoria, Tex.—Granted mod. CP for approval of ant. and trans. location and specify studio location.

WBRM Marion, N. C.—Granted mod. CP for approval of ant. and trans. location and change type trans.

KJCK Junction City, Kan.—Granted mod. CP for approval of ant and trans. location, specify studio location, and change type trans.

KSOX Harlingen, Tex—Granted mod. CP to change trans. location.

WOIC Washington, D. C.—Granted mod. CP for extension of completion date to 6-15-49.

KVER Albuquerque, N. M.—Granted license change frequency to 1340 kc.

WJAC-TV Johnstown, Pa.—Granted mod. CP for extension of completion date to 10-30-49.

WAYS Charlotte, N. C.—Granted assignment of license to Inter-City Advertising Company of Charlotte, N. C., Inc.

WKIX Columbia, S. C.—Granted assignment of license to Inter-City Advertising Co. of Columbia, S. C., Inc.

WCOG Greensboro, N. C.—Granted assignment of license to Inter-City Advertising Co. of Greensboro, N. C., Inc.

KADA Ada, Okla.—Granted assignment of license to KADA Bcstg. Inc.

Intermountain Bcstg. and Television Corp., Salt Lake City—Granted CP to change frequencies, power, equipment, emission, and to change trans. location of exp. TV station W6XIS.

Following were granted mod. CPs for extension of completion dates as shown: KSDS San Diego, Calif., to 10-15-49; WIZZ Wilkes-Barre, Pa., to 9-29-49; WACE-FM Chicopee, Mass., to 9-1-49; KCRA-FM Sacramento, Calif., to 9-30-49; WNEX-FM Macon, Ga., to 7-18-49; WGAL-FM Lancaster, Pa., to 11-1-49; WAMS-FM Wilmington, Del. to 11-1-49; WGTR Worcester, Mass., to 8-1-49; KWFM San Diego, Calif., to 7-30-49; WRXW Louisville, Ky., to 7-1-49.

WWNH Rochester, N. H.—Granted request for waiver of Sec. 3.30(a) of rules to identify studio as Rochester.

Pacific Video Pioneers, Signal Hill, Calif.—Granted mod. CP for W6XOR to change trans. location to portable area on Signal Hill and for extension of completion date to 5-6-49.

WGAU Athens, Ga.—Granted license install new vertical ant. and mount FM ant. on AM tower.

WRHI Rock Hill, S. C.—Granted license covering changes in vertical ant. and mount FM ant. on AM tower.

Joe L. Smith Jr. Inc., East Beckley, W. Va.—Granted license for STL WJJC.

The Jack Gross Bcstg. Co., San Diego, Calif.—Granted CP new exp. TV relay KA-2739.

KWOW Omaha, Neb.—Granted mod. CP new FM station for extension of completion date to 11-1-49 on cond. that construction be completed or interim operation provided by that date.

April 11 Applications . . .

ACCEPTED FOR FILING

Assignment of License

WKUL Cullman, Ala.—Assignment of license from H. H. Kinney and D. T. Kinney to Hudson C. Millar Jr. and Alexander B. Millar d/b as Cullman Bcstg. Co.

KWTC Barstow, Calif.—Assignment of license from William T. Brown, Burton C. Boatwright and Robert E. Reno d/b as Mojave Valley Bcstg. Co. to Mojave Valley Bcstg. Inc.

AM—860 kc

Neal W. Welch, North Adams, Mass.—CP new AM station 940 kc 1 kw D AMENDED to request 860 kc 250 w D.

AM—1540 kc

Waynesboro Bcstg. Co., Waynesboro, Pa.—CP new AM station 1400 kc 100 w D. AMENDED to request 1540 kc 1 kw unl.

Assignment of CP

KWFM San Diego, Calif.—Assignment of CP from John Ward Studebaker Jr., John Gordon Studebaker and C. Frederic Rabell d/b Studebaker Bcstg. Co. to Studebaker Bcstg. Co. Inc.

Modification of CP

WGOR Fort Lauderdale, Fla.—Mod. CP new FM station for extension of completion date.

WESB-FM Bradford, Pa.—Mod. CP new FM station to change ERP to 2.8 kw and ant. to 550 ft. above average terrain.

License for CP

WFJS Freeport, Ill.—License to cover CP new FM station.

(Continued on page 67)

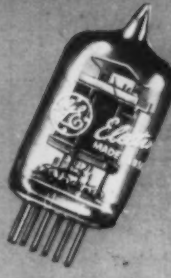
AVIATION ASKED FOR THEM ...RADIO AND TV BENEFIT!

GENERAL ELECTRIC CUSTOM MINIATURES
Made and tested for supreme reliability!

"More dependable than any miniatures yet built." That was aviation's directive . . . and challenge! Thousands of premium-performance GL-5654's and GL-5670's now in use, prove how well the challenge has been met. In altimeters, radio compasses, radio control equipment, and high-frequency aircraft radio receivers, these fine General Electric tubes are doing the extra-reliable job for which they were painstakingly made.

You, as designer or user of radio-TV transmitter equipment, can have the protection of G-E custom-miniature dependability *now*—starting with Type GL-5654 (electrically the same as the 6AK5), and Type GL-5670 (similar to the 2C51 except for improved heater design and a somewhat higher heater current). Other types are being added.

These tubes are carefully manufactured one by one, from individually gaged and inspected heaters, cathodes, grids, and plates. Each gets not less than 50 hours' operation—ample assurance that when plugged in, tube performance will be in line with ratings consistently. Ask your G-E electronics office for further facts. Or write *Electronics Department, General Electric Company, Schenectady 5, New York.*



GL-5654
7-pin miniature
h-f pentode

FIRST OF AN *Outstanding* NEW SERIES

GL-5670
9-pin miniature
h-f twin triode

Characteristics

TYPE GL-5654	
Heater voltage, a-c or d-c	6.3 v
Heater current	0.175 amp
Max ratings, design center values:	
plate voltage	180 v
Grid No. 2 voltage	140 v
plate dissipation	1.7 w
Grid No. 2 dissipation	0.5 w
Typical operation:	
plate voltage	180 v
Grid No. 2 voltage	120 v
cathode-bias resistor*	200 ohms
plate resistance (approx)	0.69 megohms
transconductance	5,100 micromhos
plate current	7.7 ma
Grid No. 2 current	2.4 ma

(*Fixed-bias operation not recommended)

TYPE GL-5670	
Heater voltage, a-c or d-c	6.3 v
Heater current	0.350 amp
Max ratings, design center values, each triode section:	
plate voltage	300 v
plate dissipation	1.5 w
Typical operation, Class A_1:	
plate voltage	150 v
cathode resistor, per section	240 ohms
plate current, per section	8.2 ma
transconductance, per section	5,550 micromhos
amplification factor	35
cut-off grid voltage, I_b equals 75 mu a (approx)	—10 v
Typical operation, Class AB_1:	
plate voltage	300 v
cathode resistor	800 ohms
A-F grid-to-grid voltage, RMS	14 v
zero-signal plate current, per section	4.9 ma
max-signal plate current, per section	6.3 ma
load impedance, plate-to-plate	27,000 ohms
total harmonic distortion	10 per cent
max-signal power output	1.0 w

GENERAL ELECTRIC

180-H3

FIRST AND GREATEST NAME IN ELECTRONICS

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
*Member AFCCE**

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. 1407 Pacific Ave.
Washington 4, D.C. Santa Cruz, Cal.
*Member AFCCE**

40 years of professional background
PAUL GODLEY CO.
Upper Montclair, N. J.
MOntclair 3-3000
Little Falls 4-1000
Labs: Great Notch, N. J.

GEORGE C. DAVIS
501-514 Munsey Bldg.—STerling 0111
Washington 4, D. C.
*Member AFCCE**

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
*Member AFCCE**

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
*Member AFCCE**

GAUTNEY, RAY & PRICE
(successors to John Barron)
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

RAYMOND M. WILMOTTE
PAUL A. deMARS
ASOCIATE
1469 CHURCH ST., N.W. DE. 1234
WASHINGTON 5, D. C.

JOHN J. KEEL
WARNER BLDG., WASHINGTON, D. C.
13th & E Sts., N. W.
NAtional 6513

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
*Member AFCCE**

FRANK H. McINTOSH
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
*Member AFCCE**

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
*Member AFCCE**

ROTHROCK & BAIREY
SUITE 604, 1757 K ST., N. W.
National 0196
WASHINGTON 6, D. C.

Worthington C. Lent
Consulting Engineers
OFFICE & LABORATORIES
4813 Bethesda Ave., Bethesda 14, Md.
OLiver 8200
*Member AFCCE**

HERBERT L. WILSON
1025 CONNECTICUT AVE., N.W.
WASHINGTON 6, D. C. NA. 7161
*Member AFCCE**

ANDREW CORPORATION
CONSULTING RADIO ENGINEERS
363 E. 75th St. TRiangle 4400
CHICAGO 19, ILLINOIS

Dixie B. McKey & Assoc.
1820 Jefferson Place, N. W.
Washington 6, D. C.
REpublic 7236

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave. MI 4151
DALLAS, TEXAS
1728 Wood St. Riverside 3611
*Member AFCCE**

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
*Member AFCCE**

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
*Member AFCCE**

KEAR & KENNEDY
1703 K ST., N. W. STERLING 7932
WASHINGTON, D. C.
*Member AFCCE**

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
*Member AFCCE**

William E. Benns, Jr.
& ASSOCIATES
3738 Kanawha St., N. W.
ORdway 8071
Washington, D. C.

H. V. ANDERSON
AND ASSOCIATES
Consulting Radio Engineers
134 Clarence St., Phone 7-277
Lake Charles, La.

Philip Merryman & Associates
- Heatherdell Road
- ARDSLEY, N. Y.
- Dobbs Ferry 3-2373

RADIO CONSULTANTS

GUY C. HUTCHESON
1100 W. ABRAM ST. PHONE 1218
ARLINGTON, TEXAS

NATHAN WILLIAMS
Allocation & Field Engineering
20 Algoma Blvd. Ph. Blackhawk 22
Oshkosh, Wisc.

A. R. Bitter
CONSULTING RADIO ENGINEERS
4125 Monroe Street
TOLEDO 6, OHIO
Telephones—Kingswood 7631, 9541

SILLIMAN & BARCLAY
SPECIALIZING IN ANTENNA PROBLEMS
1011 New Hampshire Ave. RE. 6646
Washington, D. C.

LYNNE C. SMEBY
"Registered Professional Engineer"
820 13th St., N. W. EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Radio Engineering Consultant
EXecutive 5851 1833 M STREET, N. W.
EXecutive 1230 WASHINGTON 6, D. C.

LEE E. BAKER
Consulting Radio Engineer
826-28 Landers Bldg.—Ph. 3621
SPRINGFIELD, MISSOURI

WALTER F. KEAN
CONSULTING RADIO ENGINEER
Telephone Riverside 2795
114 Northgate Road
Riverside, Illinois
(a Chicago suburb)

FCC Actions

(Continued from page 64)

Applications Cont.:

AM—1240 kc

WCNC Elizabeth City, N. C.—CP change from 1400 kc 250 w unl. to 1240 kc 1 kw unl.

AM—1400 kc

WLOW Norfolk, Va.—CP change from 1410 kc 1 kw D to 1400 kc 250 w unl. and change studio to Portsmouth, Va.

AM—910 kc

WEXT Milwaukee, Wis.—CP change from 1430 kc 1 kw D to 910 kc 1 kw unl.

SSA—1030 kc

KWBU Corpus Christi—License to cover request for extension SSA 1030 kc 50 kw from local sunrise Boston to local sunset Corpus Christi.

Modification of CP

WEEK-TV Peoria, Ill.—Mod. CP for new commercial TV station for extension of completion date to 11-24-49.

April 12 Applications . . .

ACCEPTED FOR FILING

Assignment of License

WJRD Tuscaloosa, Ala.—Assignment of license to Wilheimina Q. Doss, administratrix of estate of James R. Doss, Jr., deceased.

License for CP

WHAK Rogers City, Mich.—License to cover CP new AM station.

WNAG Grenada, Miss.—License to cover CP change frequency.

WLOW Norfolk, Va.—License to cover CP change frequency and studio location.

AM—1240

KELK Elko, Nev.—CP change from 1340 kc 250 unl. to 1240 kc 250 unl.

Transfer of Control

WQQW-AM-FM Washington D. C.—Transfer of control of present voting common stock to group of new Class A stockholders.

Modification of CP

WTHI-FM Terre Haute, Ind.—Mod. CP new FM station for extension of completion date.

WSAM-FM Saginaw, Mich.—Mod. CP new FM station to change ERP to 1.7 kw, antenna to 330 ft. above average terrain.

WSNJ-FM Bridgeton, N. J.—Mod. CP new FM station to change ERP to 9.24 kw.

KROC-FM Rochester, Minn.—Mod. CP new FM station to change to Class A, ERP 216 w, ant. to 44 ft. above average terrain.

AM DELETION

AM—1230 kc

KYLE Alamogordo, N. M.—DELETED April 6 CP for new AM station 1230 kc 250 w unl.

April 13 Applications . . .

ACCEPTED FOR FILING

CP to Reinstate

Colorado City Bcstg. Co., Colorado City, Tex.—CP new AM station 1490 kc 250 w unl. AMENDED to request change to 1320 kc 500 w D; change name of applicant from J. B. Mahon, Eldon B. Mahon, and W. W. Whipkey, partnership, to company composed of Marshall Formby, Eldon B. Mahon and John Blake.

Modification of CP

WDBO-FM Orlando, Fla.—Mod. CP new FM station for extension of completion date.

WJBK-FM Detroit, Mich.—Same.

WJDX-FM Jackson, Miss.—Same.

WXRA-FM Buffalo, N. Y.—Same.

WNOX-FM Knoxville, Tenn.—Same.

WRR-FM Dallas—Same.

WBAP-FM Fort Worth, Tex.—Same.

WSMB-FM New Orleans, La.—Mod. CP new FM station to change ERP to 54.6 kw.

KSD-FM St. Louis—Mod. CP new FM station to change ERP to 10.66 kw; antenna to 528 ft. above average terrain.

License for CP

WPDX-FM Clarksburg, W. Va.—License to cover CP new FM station.

Modification of CP

WBAP-TV Fort Worth, Tex.—Mod. CP new commercial TV station for extension of completion date.

TENDERED FOR FILING

Assignment of License

KCSB San Bernardino, Calif.—Assignment of license from Woodrow Miller to Essie Binkley West.

WEUS Eustis, Fla.—Assignment of license from C. Harold Ferran, E. L. Ferran, Harvey K. Glass, R. J. Schneider and Frank W. Stebbins d/d as Lake County Broadcasters to Paul Hunter.

April 14 Decisions . . .

BY THE COMMISSION EN BANC

Transfer of Control

WCFM Washington, D. C.—Granted consent to corporate reorganization of Class B FM station, which will result in relinquishment of affirmative control by common stockholders and acquisition of negative control by preferred stockholders.

AM—1260 kc

Griner-Dillon Bcstg. Co., Bay City, Mich.—Granted CP new station 1260 kc 500 w D; estimated cost: $14,214.

Modification of CP

WNLK Norwalk, Conn. — Granted mod. CP specify unl. time with DA-N. 500 w 1350 kc; engineering cond.

AM—1420 kc

Minn. Valley Bcstg. Co., Mankato, Minn.—Granted CP new station 1420 kc 1 kw, unl. DA-N; estimated cost $43,500.

AM—1390 kc

Ellis County Bcstg. Co., Waxahachie, Tex.—Granted CP new station 1390 kc, 500 w D DA; estimated cost: $14,250; engineering cond.

Modification of CP

WKJB Mayaguez, P.R.—Granted mod. CP to decrease power to 500 w N, 1 kw-LS, change type trans., change from DA-DN to non-directional antenna; engineering cond., also granted extension completion date.

Hearing Designated

KWWL Waterloo, Iowa—Designated for hearing application mod. CP to change facilities from 1320 kc 1 kw, D to 1330 kc 1 kw N, 5 kw-LS, change trans., install DA, specify studio location, and made WLOL Minneapolis, WHBL Sheboygan, Wis., and WJPS Evansville, Ind., parties to the proceeding.

Hearing Designated

Felix H. Morales and John F. Cooke, Houston, Tex.—Designated for hearing in consolidated proceeding application of Morales, 1510 kc 1 kw D with Cooke application 1480 kc, 1 kw D; and ordered that if as result of consolidated proceeding it appears that were it not for issues pending in hearing regarding clear channels and in hearing regarding daytime skywave transmissions and Commissions's policy pertaining thereto as announced Aug. 9, 1946, and May 8, 1947, public interest would be best served by grant of application of Morales, then such application shall be returned to pending file until after conclusion of hearings regarding clear channels and daytime skywave transmissions.

Petition Denied

WEEI Boston—Adopted memorandum opinion and order denying petition requesting application of Central Ohio Bcstg. Co., for new station at Galion, Ohio, be dismissed without prejudice.

License Renewal

Following were granted renewal of licenses for period ending May 1, 1952: KALB Alexandria, La.; KFDM Beaumont, Tex.; KMON Great Falls, Mont.; KROD El Paso, Tex.; KVCV Redding, Calif.; KVNU Logan, Utah; KVOD Denver; KSJB Jamestown, N. D.; KXOK St. Louis, Mo.; WBAP Fort Worth; WDBO and Aux., Orlando, Fla.; WDNC Durham, N. C.; WEAN Providence; WFAA Dallas; WFIL and Aux., Philadelphia; WGAC Augusta, Ga.; WGAN and Aux., Portland Me.; WICC Bridgeport; WILL Urbana; WIOD and Aux., Miami; WKZO Kalamazoo, Mich.; WMBS and Aux., Uniontown, Pa.; WSLS Roanoke, Va.; WSUN St. Petersburg; WTAG Auxiliary and Emergency Aux., Worcester, Mass.; WWNY Watertown, N. Y.; WTAC Flint, Mich.; KFSD and Aux., San Diego.

License Extension

KFXD-FM Nampa, Idaho—Granted temp. extension license to June 1, 1949, pending receipt of requested information on programming.

License Renewal

WGHF (FM) New York—Granted renewal of FM license for the period ending December 1, 1951.

WCNB-FM Connersville, Ind.—Same.

Assignment of License

WOOF Dothan, Ala.—Granted consent to asignment of license from partnership composed of R. A. Dowling Jr., and Owen F. Alexander to R. A. Dowling Jr., d/b as Dowlander Bcstg. Co., representing 50% interest for $2,500.

Transfer of Control

WENK Union City, Tenn.—Granted voluntary acquisition of control of licensee by Aaron B. Robinson, through sale by B. Cary Brummel of 15 sh. to H. G. Gilland who presently owns 50 sh. or 25% of licensee's stock and 15 sh. to Aaron B. Robinson, who presently owns 100 sh. (50% negative control) of licensee's stock.

Assignment of License

WCRB Waltham, Mass.—Granted assignment of license from partnership to corp. composed of same individuals —L. P. Liles, Richard G. O'Hare and Deuel Richardson, d/b as Charles River Bcstg. Co.

KEEN San Jose, Calif.—Granted assignment of license of KEEN from partnership to corp. in which stock will be held by the same persons—George M. Mardikian, George Snell, B. Floyd Farr, Sam A. Molnicee and Alfred Aram, d/b as United Bcstg. Co.

Petition Denied

KVAK S. H. Patterson (assignor), Albert Alvin Almada (assignee), Atchison, Kan.—Denied joint petition filed by assignor and assignee requesting reconsideration of order designating for hearing application for consent to assignment of station KVAK and grant of said application without hearing; and designated for hearing

(Continued on page 76)

Member AFCCE*

NEWS STRIKE

Radio Carries Ball As Pressmen Quit

NEWSCASTS from Washington, D. C., area stations were approximately doubled last week when a strike by the local pressmen's union caused suspension of the four daily newspapers for two and a half days. Members of Printing Pressmen's Local No. 6 (AFL) went out Monday, April 11, in a strike that lasted until late Wednesday afternoon.

Stations were adequately prepared to meet the situation, after having had a one-day "preview" the previous week. The pressmen's union held a "continuous meeting" April 6 which held up all publication for over 25 hours.

An unprecedented amount of commercial advertising was reported by a majority of the stations, with several outlets airing new programs created specifically to accommodate the increase in commercials.

Almost all of the Capital area stations stepped up their regular news coverage, adding extra newscasts and frequent bulletins. Page proofs of comics and regular features were distributed to the stations by the four newspapers and several stations set up broadcasting facilities in the newsrooms of local papers.

Immediately after the strike went into effect Monday morning, WTOP (CBS), the *Washington Post* station, sent telegrams to all of the area's stations, including television outlets, inviting them to send material on their special features to be included in an evening WTOP broadcast. Station reported a majority of those contacted replied and the special show was aired nightly at 6:20 p.m. WTOP also printed and widely distributed pocket-size cards giving its entire news schedule. Congressmen, Senators, cabinet members, Supreme Court justices and an assorted list of other government officials each received five of the cards. They also were handed out at local movie theatres and at the National Press Club, and an extra mailing of 5,000 cards was made to local teachers.

WMAL (ABC), the *Evening Star* outlet, carried extra newscasts from the *Star* newsroom and aired some of the paper's regular features during morning programs. WOL, Mutual's affiliate, carried digests of features from the *Times-Herald* and *Daily News*, in addition to scheduling extra newscasts. WRC (NBC) added a 15-minute *Presenting* show Monday through Wednesday to take care of the extra advertising resulting.

Television also stepped in to help fill the gap with all four of the area's video outlets—WMAL-TV WNBW WOIC WTTG—reporting special features added. One of the television highlights reported was an hour and a half telecast Monday night by WOIC, which presented "the entire *Times-Herald*."

Strike service in various forms also was reported by WWDC WINX WQQW WEAM WGAY WPIK WARL WCFM(FM) WASH(FM) WBUZ(FM) and WBCC.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting &
Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

REPRODUCERS REPAIRED
SPECIALISTS W.E. 9-A, 9-B & RCA
INSTALL NEW STYLUS & OVERHAUL
9-A $25.00 9-B $22.50
Broadcast Service Co.
334 Arcade Bldg. St. Louis 1, Mo.

Electrical Tower Service Corp
AM-FM-TV
Bases—Ground systems—transmission lines, painting, erection, dismantling
524 Hillcrest Terrace,
Creve Coeur, Ill.
Phone 3-9846—Peoria, Ill.

BROADCASTERS PROGRAM SYNDICATE

Success Story...

Since its organization less than a year ago, the Broadcasters Program Syndicate has built a success story unparalleled in the history of radio.

Operating on a subscription basis exclusively, the Broadcasters Program Syndicate is essentially of, by, and for station subscriber-members.

*A single weekly fee** equal to the subscribing station's national one-time class A quarter-hour rate entitles the station to the Syndicate's *entire output* of network-calibre programs. All current programs—*plus* every additional series produced by the Syndicate in the future.

Currently, for a *single weekly fee** "PAT O'BRIEN FROM HOLLYWOOD," "FRONTIER TOWN," and "ADVENTURES OF FRANK RACE" all go to the following members of the Broadcasters Program Syndicate:

ALABAMA
WKAX, Birmingham
WEBJ, Brewton
WABB, Mobile MBS
WAPX, Montgomery ABC

ARIZONA
KAWT, Douglas
KTAR, Phoenix NBC
KYCA, Prescott NBC
KGLU, Safford NBC
KTUC, Tucson MBS
KYUM, Yuma NBC

ARKANSAS
KVLC, Little Rock

CALIFORNIA
KERN, Bakersfield CBS
KDON, Monterey
KXOA, Sacramento MBS
KUSN, San Diego
KCBS, San Francisco CBS
KXOB, Stockton MBS
KVVC, Ventura

COLORADO
KFXJ, Grand Junction MBS
KGHF, Pueblo ABC

CONNECTICUT
WTOR, Torrington

FLORIDA
WEUS, Eustis
WMBR, Jacksonville CBS
WCNH, Quincy

GEORGIA
WGPC, Albany CBS
WRFC, Athens
WCON, Atlanta ABC
WBBQ, Augusta MBS
WRBL, Columbus CBS

IDAHO
KRPL, Moscow
KLIX, Twin Falls ABC

ILLINOIS
WSIV, Pekin

INDIANA
WHBU, Anderson ABC
WEOA, Evansville CBS
WFBM, Indianapolis CBS

IOWA
KFJB, Marshalltown MBS
KWPC, Muscatine

KENTUCKY
WLEX, Lexington
WINN, Louisville ABC

LOUISIANA
WLCS, Baton Rouge ABC
KSIG, Crowley
WDSU, New Orleans ABC
KSYL, Alexandria MBS

MICHIGAN
WFDF, Flint ABC
WFUR, Grand Rapids
WKNX, Saginaw

MINNESOTA
KROC, Rochester NBC
WEBC, Duluth NBC
WMFG, Hibbing NBC
WHLB, Virginia NBC

MONTANA
KANA, Anaconda
KBMY, Billings MBS
KOPR, Butte ABC
KXGN, Glendive
KOJM, Havre
KXLO, Lewiston
KPRK, Livingston
KRJF, Miles City MBS
KGVO, Missoula CBS

NEBRASKA
KOLT, Scotts Bluff CBS
KOIL, Omaha ABC

NEVADA
KOH, Reno NBC

NEW YORK
WCSS, Amsterdam
WINS, New York City

NORTH CAROLINA
WLOS, Ashville ABC
WCPS, Tarboro

OHIO
WSAI, Cincinnati ABC
WJW, Cleveland ABC
WWST, Wooster

OREGON
KWIN, Ashland
KOOS, Coos Bay MBS
KOIN, Portland CBS

PENNSYLVANIA
WLTR, Bloomsburg
WCPA, Clearfield
WSCR, Scranton

SOUTH CAROLINA
WMRA, Myrtle Beach

SOUTH DAKOTA
KDSJ, Deadwood
KOTA, Rapid City CBS

TENNESSEE
WTJS, Jackson ABC
WROL, Knoxville NBC

TEXAS
KBKI, Alice
KFDA, Amarillo ABC
WRR, Dallas MBS
KTSM, El Paso NBC
KFJZ, Fort Worth MBS
KXYZ, Houston ABC
KOLE, Port Arthur
KABC, San Antonio ABC

UTAH
KUTA, Salt Lake City ABC

VERMONT
WSKI, Montpelier

VIRGINIA
WCYB, Bristol
WGH, Newport News ABC
WRNL, Richmond ABC
WSLS, Roanoke NBC

WASHINGTON
KJR, Seattle ABC
KXLY, Spokane
KIMA, Yakima CBS

WEST VIRGINIA
WOAY, Oak Hill
WLOH, Princeton

WISCONSIN
WHBL, Sheboygan ABC

WYOMING
KVOC, Casper ABC
KFBC, Cheyenne ABC
KODI, Cody
KPOW, Powell MBS
KWYO, Sheridan MBS

BERMUDA
ZBM, Hamilton, Bermuda ABC MBS

CANADA

ALBERTA
CFCN, Calgary CBC
CFRN, Edmonton CBC

BRIT. COLUMBIA
CJDC, Dawson Creek
CKOV, Kelowna
CKNW, New Westminster

MANITOBA
CJOB, Winnipeg

ONTARIO
CKOC, Hamilton
CFPA, Port Arthur CBC
CHUM, Toronto

QUEBEC
CFCF, Montreal CBC-ABC

SASKATCHEWAN
CFQC, Saskatoon CBC
CJGX, Yorkton CBC
CKCK, Regina

*If your quarter-hour rate, for example, is $25.00, you as a member of the Broadcasters Program Syndicate would receive the Syndicate's ENTIRE OUTPUT of programs—plus all future programs—for $25.00 per week.

JOIN OUR FAMILY of prestige stations, and share in this fast-growing programming jack-pot. Auditions available.

BROADCASTERS PROGRAM SYNDICATE

Under Direction Of

BRUCE EELLS & ASSOCIATES

2217 Maravilla Dr. • Hollywood 28, Calif. • HO 9-5869

Metropolitan District	No. of Stations	1948 Total Broadcast Revenues of AM Stations ($ million)	No. of Stations	1948 Total Revenues of TV Stations ($ million)	Total Revenues (AM plus TV) ($ million)	Percent TV is of Total
New York	26	$24.5	6	$2.2	$26.7	8.2%
Chicago	18	15.9	4	0.7	16.6	4.2
Los Angeles	23	10.5	3*	0.5	11.0	4.5
Philadelphia	13	6.7	3	0.7	7.4	9.5
Washington	14	4.8	3	0.4	5.2	7.7
Baltimore	8	3.7	3	0.3	4.0	7.5
Milwaukee	7	2.8	1	0.2	3.0	6.7
Total	109	$68.9	23	$5.1	$74.0	6.9%

* A fourth station, which went on the air December 31, 1948, reported no revenues

FCC CHAIRMAN Wayne Coy submitted this table to NAB to show how television's revenues in seven major markets compared to combined AM-TV revenues in 1948. He foresaw a period of intensive competition for sound radio and television: Competition for audience first, and also for dollars. But he rejected predictions that sound radio will be wiped out by television within three years.

'48 Revenues

(Continued from page 25)

nues less expenses, before federal income tax—declined 8.3% for the AM industry as a whole. For the networks and pre-1948 stations, the drop was 4.2%.

More than one out of four AM stations lost money in 1948, on the basis of reports filed by 1,448 of 1,830 stations. Most of these losers went on the air in 1947 or 1948. Analysis shows that in 1948, losses were incurred by 58% of the stations which started in 1948, 34.2% of those which started in 1947, and 15.1% of those which started in 1946 or earlier.

By comparison, Chairman Coy noted, during the period 1939-45 an average of 50% of the new stations lost money in their first year of operation. In 1939 65.2% of the new outlets reported losses. The 1945 total was 62% and 1947's was 63%. In 1941 it was 21.9%.

But Mr. Coy pointed out that the pre-war years are "not strictly comparable" since the number of new stations in those days was relatively low (8% in 1940 and 6.4% in 1941 as against 19% in 1948).

The records show that 11% of the network affiliates lost money in 1948; the unaffiliated total was 32%.

Of the 700 FM stations operating in 1948, about 586 were operated in conjunction with AM stations with no separate time sales for the FM outlet. Of the remaining 114 FM stations, 72 reported revenue data. These 72 aggregated about $1 million in revenues. For all 114 the projected revenue total is $1.6 million.

The 72 reporting stations listed expenses of $3.4 million. Thus their total loss was $2.4 million.

Of the $8.7 million in TV industry revenues, around $2.5 million was derived from network programs and $6.2 million was sold directly by the stations. Distribution of revenues, expenses, and losses was shown as follows:

	Revenues (Millions)		Expenses (Millions)	Loss (Millions)
Four networks (& 10 owned stations) ----	$4.8	(55%)	$11.2	$6.4
40 other stations	3.9	(45%)	12.4	8.6
Industry total	$8.7	(100%)	$23.6	$15.0

Chairman Coy emphasized that no TV network was operating commerically for the whole year and that only 17 of the 50 stations were on the air during the entire 12 months. Half of the stations operated only six months or less. Average monthly station revenues ranged from $20,000 for full-year stations to $5,000 for stations which operated only two months or less.

The following report on TV operating costs was based on accountings from 14 of the 17 stations on the air during all of 1948 (the three stations excluded are network keys whose expenses were not completely segregated from network expenses):

Annual operating costs of 14 stations	$7,532,000
Average per station	538,000
Average per month per station (divided by 12)	45,000
Highest annual operating expense	814,000
Lowest annual operating expense	59,000

In disclosing this report, Mr. Coy noted that the number of hours of operation per week ranged from 10 to 50 or more.

No Armchair Sportsman

JERRY HILL, sports director of KDYL and KDYL-TV Salt Lake City, has demonstrated to fans that he knows what he is talking about when it comes to sports and that he is no armchair sportsman. During a telecast of the opening of the new Hygeia Iceland artificial ice rink in Salt Lake City, one of the hockey players for the exhibition game failed to show up. Mr. Hill left his microphone and entered the game, giving a top-notch performance. After the match, he returned to his announcing duties, slightly out of breath for a few minutes, to continue his description of the ice show. Participating sponsors for the telecast were the Hygeia Ice Co., Petty Motors Inc. and Air Wave Radio Appliance Co.

TV DELETION FCC Denies Two Extensions Due To Economic Stress

TWO TELEVISION grantees—who told the FCC they could not complete construction of their facilities at the present because of economic stress and therefore wished completion date extensions—were ordered last week by the Commission to turn in their permits for deletion.

The stations were WJHP-TV Jacksonville, Fla., and WTPS-TV New Orleans.

The ruling of the Commission was viewed with apprehension in broadcasting circles as evidence of the Commission's earlier warnings it would not consider any delays in television station construction except those caused by the most valid and unavoidable obstacles. How far this policy may be extended in practice, few at this early date have ventured to comment.

WTPS-TV, owned by the Times-Picayune Pub. Co. which reported it is losing substantial sums on WTPS-AM-FM, was denied extension of completion date from March 30 to September 30. The Commission requested the firm to submit the television construction permit for cancellation or request a hearing in the matter within 20 days. WTPS-TV was first granted in February 1948.

WJHP-TV, which told the Commission it did not wish to go into hearing on its extension request and sought the extension pending reconsideration of its financial capabilities, likewise was denied extension of completion date from April 13 to October 13. FCC also requested the CP be submitted for cancellation. WJHP-TV, owned by Metropolis Broadcasting Co., was authorized in August 1948.

'Economically Unsound'

Times-Picayune told the Commission "it is our thinking it would be economically unsound to begin the construction of a TV station at this time." The firm cited that its investment in AM and FM is now $604,792.14 and its operating losses for both AM and FM during 1948 totaled $148,958.79.

The FM station was established in November 1946 while the AM station was established in February 1948 as a daytime outlet. Firm has pending a request to boost operation from 1 kw day only to fulltime operation on 940 kc. Total losses from November 1946 to Dec. 31, 1948, were reported as $272,730.30.

Times-Picayune in its extension request told the Commission, "We feel that the New Orleans area would not be deprived of TV service inasmuch as WDSU-TV is presently on the air. The holding of Channel 7 by Times-Picayune has not adversely affected the interest of the public or any other applicant in that there are now and have been more channels assigned to New Orleans than there now are applicants."

The firm said that its sincerity in its TV application is evidenced by the design of studios and provision for TV equipment. WTPS said it ordered TV equipment from RCA in August 1948 and "it is our understanding that equipment is now available."

Metropolis Broadcasting, owned by John H. Perry, who has other newspaper and station interests, informed the Commission it "should properly rely upon the good faith" of the applicant "to carry out expeditiously financial arrangements to obtain funds in excess of the amount originally contemplated as necessary for construction" of WJHP-TV. Firm said record shows WJHP and affiliated stations—WCOA Pensacola, WTMC Ocala and WDLP Panama City, Fla.—have "proceeded diligently" in completing all facilities authorized since the war, including the FM outlets of the respective stations.

Firm said this prior record of "proceeding expeditiously with construction," particularly in FM field, should be a determining factor in approving the television extension request.

Applicant told FCC it had committed itself to a financing plan of approximately $250,000 for construction of the TV station and $100,000 per year for deficit in operating cost. However, published information on experience of operating TV stations "clearly indicates that applicant must be prepared to support deficit financing of WJHP-TV's operation substantially in excess of $100,000 per year."

WJHP said it finds that it could not, and cannot at present time, commit itself to make the substantial expenditures estimated to be required without endangering the success of the undertaking or seriously impairing the applicant's financial stability. Because the firm wishes to bring TV to Jacksonville it is working out a reorientation of its financial program, FCC was informed, which when completed will make it possible to undertake immediate construction and operation of WJHP-TV.

Time necessary for this reorganization was estimated at 9 to 12 months and therefore the extension was requested. Applicant said if it were granted extension it would be "reasonably certain" it could begin active construction within a year. WJHP-TV asked that the Commission, if it could not grant this request without a hearing, consider the application as a request for cancellation of the CP. If cancelled, it was indicated the firm would later re-apply.

BROADCASTERS PROGRAM SYNDICATE
Success Story...

Each member station of the Broadcasters Program Syndicate pays *one small weekly fee,* receives the Syndicate's entire program output. Aggegate fees already furnish you these *network-calibre* programs...

SERIES No. 1
"PAT O'BRIEN FROM HOLLYWOOD"

Award-winning 5-quarter-hour variety strip, starring radio's beloved master story teller.

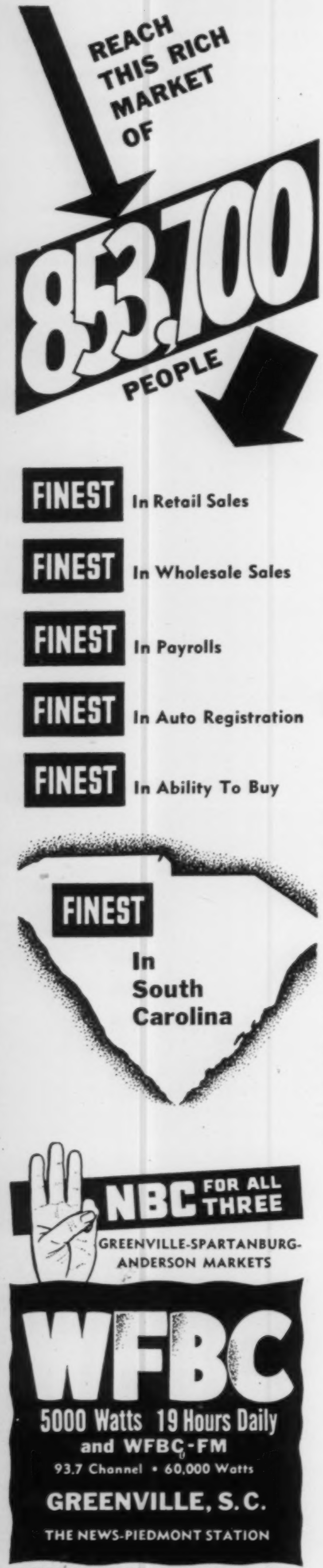
SERIES No. 2
"FRONTIER TOWN"

Radio's first authentic class-A half-hour Western dramatic series. The *Cimarron* and *Red River* of radio.

SERIES No. 3
"The Adventures of FRANK RACE"

Half-hour mystery adventure featuring Hollywood's most outstanding talent. On a par with the best network adventure thrillers.

Additional members mean additional funds to provide additional programs.... *without additional cost to you.*


REACH THIS RICH MARKET OF

853,700

PEOPLE

FINEST In Retail Sales

FINEST In Wholesale Sales

FINEST In Payrolls

FINEST In Auto Registration

FINEST In Ability To Buy

FINEST In South Carolina

NBC FOR ALL THREE

GREENVILLE-SPARTANBURG-ANDERSON MARKETS

WFBC

5000 Watts 19 Hours Daily

and WFBC-FM

93.7 Channel • 60,000 Watts

GREENVILLE, S.C.

THE NEWS-PIEDMONT STATION

REPRESENTED BY AVERY-KNODEL, INC.

Gimmicks

(Continued from page 62)

los, Calif., showed its magnetic tape recorder.

The Brush Development Co., Cleveland, pointed to advantages of its magnetic tape recording process.

A representative of Wincharger Corp., Sioux City, described his firm's AM and FM radio towers, FM and TV supporting towers and lighting equipment.

Each of the networks conducted open house throughout the convention, as did nearly all of the station representatives. The NBC Thesaurus library service and a catalog of 25 syndicated programs were exhibited for broadcasters by the network's Radio Recording Div. Major shows in the portfolio are *Playhouse of Favorites*, *Aunt Mary*, *Haunting Hour*, *House in the Country*, the *Three Suns and a Starlet* and *Allen Prescott—The Wife Saver*.

Other firms represented were Keystone Broadcasting System, Associated Press, C. E. Hooper Inc., A. C. Nielsen Co., Howard J. McCollister and Industrial Information Inc.

DOCUMENTARY FILM

CBS Shows at Convention

NAB conventioners last week witnessed the impact of video commercials in a new CBS documentary film, "Television Today." The film highlights various types of TV commercials used by Bab-O cleaner, Simmons Mattress Co., Lucky Strike cigarettes and Ford and Chevrolet automobiles.

Stressing that the "nature of the picture," and therefore the programming, is most important in television, the film demonstrates rear screen projection scenes and motion picture backgrounds. George Moskovics narrated and Ben Gradus produced the video documentary.

'Broadcaster'. . . .

DEFINITION of a broadcaster given by NAB President Justin Miller in address to independents' luncheon at Chicago:

> I am sure you will agree with me that the American broadcaster is a remarkable man; full of enthusiasm, initiative, imagination; eager to avail himself of all that the inventive genius of science, the talent of artists, composers, authors, can bring to his transmitter; alert to the steady pressures of government regulation; stung by the barbs of criticism which come from free-lance columnists, publicity-seeking individuals, and special-interest organizations; nursing his ulcers while trying to work out a composite broadcasting diet which will be accepted by his audience. In this typically competitive American process, you unaffiliated broadcasters have a large role to play. You are like the independent voters who swing elections; you are the entrepreneurs of American media; the pioneers of American intellectual enterprise.

PARTICIPATING in a panel discussion on transcriptions at the all-day independents' meeting at NAB convention were Cy Langlois (l), president of Lang-Worth Feature Programs, and Walter Davidson, general manager of Capital Transcriptions Co. At time photo was taken, John Sinn, president of World Broadcasting System and executive vice president of Frederic W. Ziv Co., third member of panel, was addressing meeting.

Non-Affiliates

(Continued from page 26)

iated AM and FM stations. This was accompanied by a table showing affiliates and unaffiliates broken down by size of community and size of station. These show the trend toward local autonomy in broadcasting, he said. Another table showed FM commercial outlets broken down by affiliation and size of station.

Judge Miller shattered the contention that a few commentators shape the thinking of the American people by listing Hooperatings and showing that every shade of economic and political opinion is found at the top of the list. He added that development of news is widespread since the FCC abandoned its Mayflower doctrine, a step that has begun to offset any trend toward network-commentary monopoly.

Nor do a few national network advertisers control broadcasting, he said, again citing figures to show that network controlled advertising is only a third of the total, with local retail advertising the largest single item, 40%, and regional and spot having the rest.

Furthermore, he said, networks are no more subject to advertiser pressures than national magazines, large stations no more than city dailies and local stations no more than newspapers.

Broadcasting's growth "has tremendously increased the number of people who know what America produces," he said, "with a consequent resulting inspiration to participate in our higher standard of living. And competition has also made advertisers and broadcasters much more concerned about the needs and wants of the people than with efforts to control their ideologies."

FCC's statement in its last annual report about the interest of churches, schools, labor groups and others in acquiring stations is thus explained, he continued, tracing interest of business enterprises explained in terms of investment and advertising. Effective newspaper ownership of stations is intangible, he said.

Public faith in the medium is shown in the two studies by National Opinion Research Council, he said, criticizing "so-called intellectuals who deride broadcasters as appealing to mass appetites," with the masses incapable of good taste judgments and assuming power in Congress and the FCC to regulate program content. The power is limited to regulation of commerce between the states, according to Judge Miller. If the licensing-subsidy conception had any validity, he argued, the press would be even more vulnerable than radio because the Supreme Court held in the Esquire case that licensing to enjoy the second class mail privilege does constitute a subsidy.

"The broadcaster, in the community—known and respected by the people he serves, anxious to bring to them the best which is available in the broadcasting art—becomes the interpreter of their needs and the supplier of their wants," he concluded. "Ultimately, therefore, it is he who controls the broadcasting of his station. He and the other broadcasters who serve the same community constitute a team which—harmoniously or otherwise—controls the broadcasting total of the community.

Experiences Contribute

"Throughout the length and breadth of the country, this pattern is being rewoven, constantly, in many colors and in many variations. The practices, the experiences, the successes, the failures of many broadcasters, of the networks, of producers of music, of drama, of literature, of news analyses, of entertainment, all contribute to the quality of this product.

"And pervading all — shaping and reshaping the product—is the judgment of the people, the ultimate consumer. Sometimes this is fickle, sometimes, harsh, sometimes in low taste, sometimes reflecting the querulous, demanding refinements of the effete and decadent elements of our population. Herein lies protection against bias, self-interest, ignorance and other negative human characteristics which gain dominance in human affairs when government assumes control of such media. This is American."

Monogram Serial

OPEN-END serial drama, *Second Spring*, was unveiled by Monogram Radio Programs, Nashville, at the NAB Convention. Monogram claims to be the first to hit the market with a complete selling campaign including built-in self-liquidating premiums every 13 weeks. Use of premiums romanticized in *Second Spring* is at the client's option.

Independents' Day

(Continued from page 25)

give stations what they want "on tape, on wire, or what-have-you," A. D. Willard Jr., executive vice president of NAB who opened the morning session, reminded the meeting that the NAB Engineering Committee is working on worldwide standardization and stablization of transcription services.

Benjamin Cohen, assistant secretary general of the United Nations in charge of communications, made a brief speech in which he lauded the independents for helping UN "get to the grass roots." He has observed that a greater interest in UN activities is shown in the smaller communities, and that local forums are centered around local stations, he said.

"Peace is the business of everybody, and you are closer to the heart and mind of the people than any other medium," he declared. Thanking NAB for its resolution recommending wider use of Lake Success broadcasts, he reported that the number of stations using UN material has been doubled since the measure was adopted.

The independents were commended by Nate Colwell, chief of radio and television of the Treasury Dept.'s Savings Bond Div., for having donated $11,000,000 worth of time during the past year. This is equivalent to that made available by network affiliates. Mr. Colwell announced that an open-end, five-minute Treasury program "that can be sponsored locally" will be available to stations in September.

"For once radio stations can do what newspapers have been doing," he said.

Gordon Kinney, radio director of the Advertising Council, discussed the council's allocation plan, explaining that the agency is "well aware" that independent stations perform outstanding public service, but that network facilities have been used because the council took over OWI's network allocation plan after the war.

He anticipated that an arrangement, through which independents will be allocated public service material, will be worked out in the near future. Mr. Cott reported that an independent stations committee is working with the council to promote preparation of programs specifically for the "indies."

Arnold B. Hartley, program director of WOV New York, announced that his station has three services in Rome, Italy, available for unaffiliated stations: (1) Special events broadcasts, such as interviews with important people in Rome, some of them American visitors from cities with independent stations and others abroad on Marshall Plan business; (2) WOV's own special events, such as the Roman wedding of Tyrone Power and Linda Christian; (3) American-type soap operas and other programs produced in Italian.

In his illustrated speech, Dr. Roslow showed figures on listening of independent station audiences in television homes. The average quarter-hour rating of independents in New York TV homes in April 1948 was 3.1, but by January of this year the figure was increased to 5, he said.

"It looks as if independent stations have done all right," he asserted. "This is so in spite of the fact that television homes are now weighted in the direction of the upper income group and this group tends to do less listening to radio in general and independent stations in particular.

"What will happen as more homes acquire television sets?" he asked. "They will then include more lower income families."

Dr. Roslow said he was convinced recent months have witnessed a "good audience development" for independents.

FM GRANTS

Nine Facilities Changes, Two CPs Given by FCC

TWO FM construction permits were granted last week by the FCC for new Class B stations, one in lieu of previously held conditional grant. Nine existing FM outlets received permits for changes in facilities.

Southwestern Broadcasting Co., Little Rock, Ark., was granted a new Class B station on Channel 231 (94.1 mc) with effective radiated power of 9 kw and antenna 240 ft. above average terrain. Southwestern is licensee of KVLC that city.

Birney Imes Jr., Meridian, Miss., formerly holder of conditional grant, was granted new Class B CP for Channel 253 (98.5 mc) with ERP 20 kw and antenna 120 ft. Mr. Imes is licensee of WMOX Meridian.

WMFM (FM) North Adams, Mass., owned by James A. Hardman, was granted temporary permission to duplicate the programs of AM station WMNB North Adams, licensed to Northern Berkshire Broadcasting Corp. The stations had indicated in their applications to FCC that they eventually intended to merge facilities. There is a family tie between the outlets.

In granting the unusual request of WMFM, the Commission said "this action was taken to permit the continuation of an FM broadcast service that might otherwise have to be terminated."

WLAP-FM Lexington, Ky., was denied extension of completion date by the Commission on grounds that the station has not been diligent in its efforts to get on the air. FCC said it deemed the WLAP-FM permit forfeited since the owner, American Broadcasting Corp., did not comply with the conditions attached to an earlier grant of extension to Oct. 30, 1948. Also operator of WLAP there, applicant had indicated it wished to combine the FM station with proposed improved AM facilities.

Notice of proposed change in its allocation plan also was made by the Commission, to add Channel 254 (98.7 mc) to Albertville, Ala.

CPs in lieu of previous conditions were awarded the following:

KREI-FM Farmington, Mo. — To change ERP from 170 w to 300 w; antenna from 215 ft. to 210 ft.

WQDI Quincy, Ill.—To change ERP from 13 kw to 4.8 kw; antenna from 490 ft. to 300 ft.

WPAR-FM Parkersburg, W. Va.—To change ERP from 23 kw to 18 kw; antenna from 480 ft. to 310 ft.

KRNT-FM Des Moines, Iowa—To change ERP from 160 kw to 275 kw; antenna from 1,580 ft. to 580 ft.

KNBC-FM San Francisco—To change antenna from 1,220 ft. to 1,240 ft.

KSWW Fort Worth, Tex.—To change antenna from 390 ft. to 340 ft.

WEBR-FM Buffalo, N. Y.—To change ERP from 15 kw to 13.5 kw; antenna from 580 ft. to 310 ft.

Times-World Corp., Roanoke, Va. —To change ERP from 11.8 kw to 41 kw.

WTWO Dayton, Ohio—To change ERP from 20 kw to 43 kw; antenna from 500 ft. to 370 ft.

WDET-FM Detroit—To change antenna from 340 ft. to 320 ft.

WCNB-FM Connersville, Ind., was granted modification of license to change ERP from 7.7 kw to 9.8 kw.

THE *Miami* (Fla.) *Herald* has expanded its radio page coverage of stations in neighboring areas, giving complete program schedules of stations in Lake Worth, W. Palm Beach, Palm Beach, Melbourne, Ft. Pierce, Key West and Belle Glade.

Upcoming

April 20-21: National Religious Broadcasters Inc. Evangelical Radio Forum, Congress Hotel, Chicago.
April 25: Alfred P. Sloan Radio Awards presentation dinner and reception, Waldorf-Astoria Hotel, New York.
April 25-27: All-Canada Radio Facilities annual meeting production and sales managers of mutually operated stations, Hotel Saskatchewan, Regina.
April 27: Second Annual TV Symposium of Screen Publicists Guild begins, Hollywood.
April 29: Frances Holmes Achievement Awards presentation dinner, Roosevelt Hotel, Hollywood.
May 2-4: Radio Farm Directors sessions, Raleigh Hotel, Washington, D. C.
May 5-8: Institute for Education by Radio, Ohio State U., Columbus, Ohio.
May 16-19: RMA 25th annual Convention and Parts Industry Trade show, Stevens Hotel, Chicago.
May 26-27: Virginia Assn. of Broadcasters, Williamsburg, Va.
May 29-June 1: Advertising Federation of America 45th Annual Convention, Houston, Tex.
June 13-16: Canadian Assn. of Broadcasters Convention, Algonquin Hotel, St. Andrews-by-the-Sea, N. B.
Aug. 25-28: AFRA annual convention, Palace Hotel, San Francisco.
Sept. 14-16: Illinois and Wisconsin Broadcasters Assn. and NAB District 9 meeting, Northernaire Hotel, Three Lakes, Wis.
Sept. 30-Oct. 9: Second Annual National Television and Electrical Living Show, Chicago Coliseum, Chicago.
Nov. 11-12: NARND Convention, New York.

INTERNATIONAL NEWS SERVICE has placed its Telenews daily newsreel on WKRC-TV Cincinnati and its daily and weekly newsreels on WLWC (TV) Columbus, Ohio. Gambrinus Beer will sponsor the newsreels on latter station.

— Ask The Stations Using —

CENTURY

NEWS PHOTO

SERVICE

It Pays—

- **NEW ACCOUNTS**
- **PUBLICITY**
- **DIRECT CASH RETURN TO YOU**

EXECUTIVE OFFICES

CENTURY NEWS PHOTO SERVICE

2525 Broadway New York 25, N. Y.

Myron Firkser Barry Firkser

Member National Association of Broadcasters

TV Booster Outlets

(Continued from page 25)

lowering of standards would be calamitous to the whole field of broadcasting, could lead to sound broadcasting becoming the national earache and television the national eyesore." One of the first steps in the more competitive future, he said, should be a better program structure.

"The public interest, I can assure you, is not expendable," he told the broadcasters.

He felt that "many broadcasters are not using their FM facilities in the public interest."

This warning stemmed from his view that "broadcasters, generally, have failed to see the potential increase in audience to be gained by using their FM facilities." He said he was aware of no "widespread" promotion of FM in areas where FM can carry network and other programs not provided by AM.

"As a matter of fact, too few AM broadcasters are duplicating their full program schedule over FM, thus depriving many listeners of service, and many thousands of others improved service," he said.

He thought the need in television is for "simplification and reduction in costs both as to plant and operating expenses." But he saw "very little thinking in this direction. There is still entirely too much emphasis on glamorous buildings and too little on sound plans to get television service to everyone in America."

He reiterated his previous defenses of FCC against charges of censorship. "I think a careful analysis of the problems relating to preservation of the freedom of radio will show that the difference of opinion is not as to what the answer ought to be, but rather as to what the problems themselves are."

The Constitutional guarantee of free speech means, for radio, that there shall be freedom of opportunity for expression for the general public, not freedom for "the person who is fortunate enough to secure a license to use his station as he pleases." With that in mind, he said, "it is obvious enough that restraints on the licensee which are designed to insure the preservation of that freedom are not acts of censorship."

Jokingly, he predicted what the industry would do if a formula for staying out of jail were evolved and if the Commission proposed to adopt it as an FCC rule: "There would be loud and vociferous objections from the industry on the grounds that (1) such a regulation would be in violation of Section 9(a) of the Administrative Procedures Act, and (2) that the broadcasters ought to be free, under the First Amendment, to decide for themselves whether or not to go to jail."

On a serious note he concluded:

> **With that mighty instrument of mass communication, the motion picture, given over to escapist entertainment, and the newspaper field presenting the anomaly of an almost exclusively one-party press in a two-party nation, the media of broadcasting has a unique opportunity to serve as our greatest forum and thereby win a more secure place in the hearts of the American people.**

NAB President Justin Miller, introducing Mr. Coy, got an enthusiastic hand from the audience with his endorsement of substantial salary increases for FCC Commissioners. Their present pay, he said, is "ridiculously low." The address of welcome was made by Howard Lane of WJJD Chicago.

AGENCIES • ADVERTISERS • STATIONS

Available In Quantity

1949 RADIO-TV MAP

DESIGNED FOR PLANNING - SELLING

● This attractive three color quality map shows AM-TV stations in United States, its possessions, and Canada—by city, county, state, territory, province . . . time zones.

● You'll use these maps all year round to demonstrate coverage . . . plot network and national spot campaigns . . . for translating complex problems into simplified sales pictures.

YOUR 1949 RADIO-TV-PICTURE - 25" x 35"

● ***Excellent for presentations - - visualizing markets - - charting sales territories, costs and volume - - ready reference at a glance.***

60¢ PER MAP 25"x35"

50¢ each 10 or more

40¢ each 50 or more

ORDER YOUR MAPS TODAY!

BROADCASTING • Telecasting
National Press Building
Washington 4, D. C.

Please send .... 1949 Radio-TV Maps. $ .... enclosed.
(Check or money order, please. At these reduced prices we cannot bill for less than 10 maps—$5.00)

*NAME*____________________

*FIRM*____________________

*ADDRESS*____________________

*CITY*______________ *ZONE*________

*STATE*____________________

KXGI SOLD

Carson to Pay $55,000

SALE OF KXGI Fort Madison, Iowa, to A. O. Carson, former publisher of 23 community weekly newspapers in Chicago, will be announced today, according to Mr. Carson. The transaction was with Hawkeye Broadcasting Co., licensee of KXGI, and involved $55,000. Blackburn - Hamilton Co., media brokers, handled the deal, which is subject to FCC approval.

Mr. Carson, who recently disposed of his publishing interests, is a stockholder in KSMN Mason City, Iowa. He plans to enlarge KXGI's facilities "with particular emphasis on increased public service programming," he said.

Partners in Hawkeye Broadcasting Co. are John F. Courrier, Billy M. Barren and Willis Ashby. Mr. Carson's legal counsel is Julius E. Solomon, Chicago, and John Z. Marks, Des Moines attorney, is handling details of the application for both parties.

FM Sessions

(Continued from page 27)

said as much earlier in the day.

Another panel member, Frank A. Gunther of Radio Engineering Labs., also defended the Commission in answering a question on why FCC should not require stations to keep engineering performance up to par.

"Competition should take care of that," he declared.

After a tape demonstration of FM's "superior fidelity as compared to AM," Mr. Kobak urged more selling of this type "even to the point of house-to-house canvasses."

When a questioner asked if transitcasting was not making a jukebox of FM, Frank Pellegrin, vice president of Transit Radio Inc., asserted that the medium reaches a brand new audience, "physically unable to listen to any other form of broadcasting." Mr. Pellegrin also argued against "voice de-emphasis" with the warning that such a practice would destroy commercial broadcasting.

The FM panel was composed of one of the most imposing groups ever asembled for an NAB convention, including Ted Leitzell, sales promotion manager of Zenith Radio Corp.; Cy Braum, FCC engineer in charge of FM; Jack Mabley, radio writer for the *Chicago Daily News;* William E. Ware, president of FMA; Leonard Asch, chairman of NAB's FM Executive Committee, and John V. L. Hogan, president of Interstate Broadcasting Co., New York, in addition to those already named. Leonard Marks, general counsel of FMA, was moderator.

HOUSE ACTIONS

Groups Report on Bills

TWO ACTIONS, both involving the Interstate & Foreign Commerce Committee, took shape in the House of Representatives last week. The committee reported without amendment a bill designed to give the Commerce Dept. basic authority to perform certain functions and activities.

Another, a House resolution (HRes 157) approved by the House Administration Committee for reporting to the full House, authorizes $60,000 for the expense of investigations and studies of jurisdictional matters, including radio, by Interstate & Commerce Committee. Legislation empowering the committee to conduct such investigations previously was passed by the House March 16.

COLUMBIA Pacific Network's *Free for All* audience participation show April 9 moved from Wednesday (7:30-8:00 p.m. PST) time slot to Saturdays, (12:30-1:00 p.m. PST) for remaining 22 weeks of contract. Program is sponsored by Lewis Food Co., Los Angeles (Dr. Ross Dog & Cat Food), through Rockett-Lauritzen, same city.

ABC REPORT

Proxyholder Enlivens Meeting

EDWARD J. NOBLE, chairman of the board of American Broadcasting Co., last Tuesday said he regarded ABC as second among the networks in public acceptance.

He made the statement at a meeting of ABC stockholders in New York as the answer to a proxyholder's questioning about the progress of the corporation.

The same proxyholder enlivened what otherwise was strictly a routine annual meeting by his queries, some of which newspapermen have been putting to ABC executives over the past few months. He wanted to know about negotiations to sell ABC to 20th Century-Fox Film Corp., the reason why top ABC executives sold holdings in the corporation and what he should do about his own holdings.

The proxyholder identified himself to BROADCASTING as Max B. Ehrlich, representing his wife who he said owned 1,000 shares of ABC stock in her maiden name, Mary Warner. Mr. Ehrlich said he is in the investment business. He made it plain he was not raising the questions as a protest against management but merely to obtain information for his own guidance as an investor. On balloting for directors, he voted the management ticket.

Mr. Noble said he considered ABC stock speculative and not a proper purchase for a man of small means.

The proxyholder asked why ABC appeared to be fourth among the networks.

Mr. Noble replied that when ABC was purchased six years ago "we were an exceedingly poor third," but said that now "I think we're a very good second."

He explained that in 1943 ABC was poor in ratings but that today it is near the top with three of its Sunday shows among the first 15. Columbia Broadcasting System, he said, "seems to have the most high-rated programs."

He further explained ABC progress by stating that its billings were $14 million in 1943 but were $43 million in 1948; that ABC had but 150 affiliates then but has 276 now; that it owns the limit of TV stations permitted under FCC regulations; that it now has owned and operated radio stations in four of the nation's top five markets and that it is concentrating its network operations in the nation's 200 top markets.

Mr. Ehrlich asked why ABC had not been sold to 20th Century-Fox if the rumored big offer from the film company was true.

Mr. Noble's reply was that no definite offer had ever been made by 20th Century.

Mr. Ehrlich then asked why some ABC executives, as reported by SEC, had been selling their holdings of company stock.

Multiple Answer

The answer of Mr. Noble had several prongs. First, he said that the executives in question had been "over-enthusiastic" in their holdings; then that they held stock beyond their means, and, finally, they liquidated part of their holdings to pay off loans to banks. He said the executives still were associated with the company and still were substantial stockholders in spite of their sales.

Mr. Ehrlich then wanted to know whether Mr. Noble would consider the type of holdings which the questioner represented as "over-enthusiastic."

Mr. Noble's answer was that ABC stock was speculative and not an investment stock. He did not consider it a proper stock for a person having but $5,000 to invest. As for himself, said Mr. Noble, he has not sold a single share of his own holdings "nor do I intend to."

Asked what prospects ABC shares had of becoming an investment stock, Mr. Noble said he considered that a company must have about ten years of successful history before its shares can be counted as investment possibilities.

He then indicated that dividend prospects, an investment characteristic, for ABC were clouded by television. The video medium is a most expensive venture which is taking the profits of sound broadcasting to develop, he said, but he predicted TV will have a great future.

Main piece of business accomplished at the meeting was the reelection of the eight members of the board of directors and the election of a new and ninth member of the board. The new member is Alger B. Chapman, New York attorney, member of the firm of Chapman & Bryson, and a former president of the New York State Tax Commission. All the directors were elected unanimously with 1,372,301 of the outstanding 1,689,017 shares being voted.

The proxy statement, issued in advance of the meeting, stated that Mr. Noble was the owner of record and beneficially of 901,667 shares, constituting 53.88% of the authorized and outstanding shares. That does not include 26,000 shares owned by a member of his family and 38,000 shares owned by Edward John Noble Foundation of which he is trustee, it was said.

ABC SALARIES

Whiteman Tops Woods

PROXY statement issued prior to the ABC stockholders' meeting showed that Paul Whiteman's remuneration from the network exceeded even that of Mark Woods, president.

Mr. Woods was paid $75,000 in 1948. Mr. Whiteman, in his capacity as vice president, received $21,666.56 and as director of his own orchestra $123,650—a total of $145,316.56. How Mr. Whiteman compensated his orchestra members or what amount was clear to him was not indicated. Other salaries:

Robert E. Kintner, executive vice president, $49,999.92, a $12,500 increase over 1947.

C. Nicholas Priaulx, vice president and treasurer, $26,249.88.

ABC paid Hawkins, Delafield & Wood, a law firm, $39,259.28 for legal services in 1948. Franklin S. Wood, a member of the law firm, is an ABC director.

McANDREWS

To Become SCBA Manager

Mr. McAndrews

ROBERT J. McANDREWS, presently promotion manager of Young & Rubicam's Bureau of Industrial Service, will resign May 14 to take over post of managing director of Southern California Broadcasters Assn. William Beaton, SCBA president and general manager of KWKW Pasadena, made the announcement.

Mr. McAndrews has been with the agency for the past two years and previously had spent more than 10 years with NBC in San Francisco and Hollywood as Western Division promotion manager, announcer and producer. Before joining NBC he was public relations director of St. Mary's College. During the war he was a public relations officer with the Air Force in this country and abroad.

JOHN SERRAO

Promoted in CBS Sales

JOHN A. SERRAO, formerly Columbia Pacific Network sales service manager, has taken over transcontinental network sales service, Hollywood, according to an announcement by D. W. Thornburgh, CBS Western Division vice president. He replaces Bill Brennan, recently put in charge of transcontinental sales there.

Mr. Serrao joined CBS in 1947, before which he was with FHA. Coincident with his appointment was that of Bert West to replace him as CPN sales service manager. Mr. West was formerly CPN commerical traffic manager.

EYE APPEAL as well as LISTENER INTEREST

RADIO PICTURE ALBUMS

FOR YOUR STATION

Radio Albums individually planned for your station have tremendous listener appeal . . cement listener support.

No Cost to you . . . no cost to your listeners. The American plan guarantees free, postpaid distribution of thousands of albums throughout your broadcasting area.

Exclusive rights — American albums are available to only one station in each city.

Proven effective — Our personnel has had almost 10 years experience in the design, production, sales and distribution of Radio Picture Albums utilized by nearly 200 stations from coast to coast. These albums attract new station accounts, increase station revenue.

Finest available — American albums are individually designed, and beautifully executed — the finest available.

Write, wire or phone — Full information gladly sent without cost or obligation to you.

Act today — write, wire or phone for complete details. No obligation.

Phone 4-3262

American
RADIO PUBLICATIONS, INC.
121 N. Washington St., Peoria 2, Illinois

NAB PUBLIC Relations committee at NAB meeting (l to r): William B. Quarton, WMT Cedar Rapids; James W. Woodruff Jr., WRBL Columbus, Ga.; A. A. Schechter, MBS; Robert K. Richards (standing), NAB; James Dawson, NAB; Frank King, WMBR Jacksonville, Fla., chairman; Herbert Hollister, KBOL Boulder, Col.; Michael R. Hanna WHCU Ithaca; (standing), Wm. S. Hedges, NBC; Lee Wailes, Fort Industry; William H. Rines, WCHS Portland.

* * *

PUBLIC RELATIONS

Value Stressed

PUBLIC RELATIONS as a vital factor in station success, employer-employe associations, and community prestige was stressed at the NAB Convention's Tuesday morning session, devoted to "Public Relations at the Management Level."

The meeting had been preceded by a closed session of the NAB Public Relations Executive Committee on Monday at which some members evidenced a feeling that NAB's own public relations were inadequate—in its choice of speakers for the convention, for example, and in its failure to give proper stature to its department heads by making them vice presidents.

One member claimed Winston Churchill should have been secured as speaker instead of Attorney General Tom Clark, who, he felt, could have little to say to broadcasters that would be of real importance to them. If a government figure was to be chosen, he said, it should have been Louis Johnson, the new Secretary of Defense.

Truth is the fundamental element of public relations, said Frank King of WMBR Jacksonville, Fla., chairman of the NAB Public Relations Executive Committee, at the outset of the Tuesday session.

The meeting was opened by NAB Executive Vice President A. D. Willard Jr. and featured talks by Harold Fellows of WEEI Boston, Sig Mickelson of WCCO Minneapolis, Robert T. Mason of WMRN Marion, Ohio, and Richard P. Doherty, director of NAB's Employer-Employe Relations Dept.

Mr. Fellows stressed the importance of "little things" in good radio public relations, which he defined as "making people like you better than the other fellow." Be thoughtful and emphasize the personal angle, he advised the delegates.

He called for "reasoned optimism" and intelligent and imaginative planning to replace the pessimism which he said he'd heard during his Chicago stay.

Mr. Mickelson, president of the National Assn. of Radio News Directors, said "the enormous benefits of prestige and community support may be obtained at the minimum cost through a strong news operation." The news department, he said, has "incalculable value in building general station public relations."

In a survey which he conducted, Mr. Mickelson said, 71 of 75 responding station managers said their news departments do have public relations value; 69 felt establishing a strong news department did improve competitive position (none thought it didn't), and nine said profits on news since establishing news departments are "much higher," 20 said they are "higher," eight said they are "about the same," and 10 said they are "lower."

Employe Relations

Mr. Doherty stressed the importance of management recognizing employe relations as a "bread and butter function" rather than a matter of "academic philosophy and paternalistic beatitudes."

Management, he said, "has made a serious mistake in overlooking the effectiveness and practical value of public relations and advertising techniques, applied to its own employes, while it has concentrated on developing a 'strategy' in dealing with the union on the theory that the union is something foreign and apart from the employes."

Radio, Mr. Doherty said, "becomes a living 'house organ' when used constructively as an instrument of employe public relations. . . . If management is to sell itself to its own employes and to its own community, and in a language which can be clearly understood, there is no more effective means available then radio. Certainly this medium, which has become the most potent 'voice' in the broad field of public relations, can be used with equal sincerity and effectiveness in creating sound employer-employe relations."

Mr. Mason advised broadcasters to attain community leadership not only by community cooperation but also by stimulation of civic projects and evaluation and coordination of various community activities.

"Leadership is won by originating and creating and by stimulating others to action," he declared. "There still seems to be no clear decision as to the right of the broadcaster to editorialize. But I believe broadcasters must editorialize if they would win leadership."

He pointed out that he had been editorializing for the last 25 months.

E. R. Vadeboncoeur of WSYR Syracuse, chairman of the NAB Radio News Committee, reviewed highlights of the association's news activities of the past four years. In that period, he said, news clinics have been held in 35 states. He also called attention to the news internship program, reporting that this year there are more applications than stations which have thus far indicated willingness to participate in the project.

AFRA FEES

Sustainer Shows An Issue

DISPUTE between NBC and AFRA over fees to be paid for transcribing sustaining shows is still under negotiation with both sides scheduled to meet again some day this week. The single issue is whether transcriptions of sustaining shows should be paid for at the sustaining rate or at the higher transcription rate.

The network position is that since the shows are sustainers the sustaining rate should apply. The union position is that recording such shows throws them into the transcription category and that therefore the transcription rate must apply.

NAB THANKED

By Many Groups for Aid Given in Past Year

NAB was commended for its activities of the past year in a score of messages received by President Justin Miller during the Chicago convention.

Those wiring Judge Miller included John R. Steelman, assistant to President Truman, who said "Radio is deserving of a vote of thanks for the fine support given to public service programs"; George V. Allen, Assistant Secretary of State, "for the splendid cooperation given the State Dept;" Vernon L. Clark, national director of U. S. Savings Bond Division; Charles F. Brannan, Secretary of Agriculture; Maurice J. Tobin, Secretary of Labor; Basil O'Connor, president of the National Foundation for Infantile Paralysis; Walter King, radio-television director of the American Cancer Society; Ned H. Dearborn, president of the National Safety Council; Dr. James E. Perkins, managing director of the National Tuberculosis Assn.; John J. Lee, president of the National Society for Crippled Children and Adults; Joseph G. Norby, president of the American Hospital Assn.; Howard Bonham, vice president, American National Red Cross; Ernest I. Pugmire, national commander, Salvation Army; Mrs. Paul Rittenhouse, national director, Girl Scouts of America; Everett R. Clinchy, president, National Conference of Christians and Jews; Maj. Gen. T. J. Hanley Jr., chief of Military Personnel Procurement Service; Rear Adm. E. C. Ewen, U. S. Navy chief of public relations; Ben Cohen, assistant secretary general of United Nations; Earl J. McGrath, Commissioner of Education; G. L. Noble, National Committee on Boys and Girls Club Work; Thomas D'A. Brophy, president of American Heritage Foundation, and Henry Ford 2d.

Credit for help in reducing forest fires by 26,000 in 1948 as compared to the previous year was given NAB by Lyle F. Watts, chief of U. S. Forest Service.

ET PROBLEMS

Investigation Committee To Be Named

APPOINTMENT of a committee to meet with representatives of the transcription industry and explore "the whole subject of the present distribution of transcriptions to radio stations" was authorized by the NAB membership at the convention last Wednesday.

The members also voted to petition FCC to eliminate the requirement that transcriptions be identified as such, except in specific instances where the time element is a factor and where failure to identify could mislead the listener.

Under instructions given later by the board, NAB General Counsel Don Petty will prepare a petition for FCC.

Elimination of the requirement with respect to certain classes of transcriptions more than two years ago [BROADCASTING, December 9, 1946] has caused "no impairment to the public interest," the resolution declared.

Looking to a meeting with transcription companies, the NAB members expressed "grave concern" over "the increasing costs of transcription services." The committee would be appointed by the NAB board and report back at the board's July meeting.

Text of this resolution:

WHEREAS the members of the transcription industry have long cooperated with the NAB as associate members, and

WHEREAS the increasing costs of transcription services to the radio stations of the U. S. are of grave concern to the member stations of NAB, and

WHEREAS the member stations of NAB feel that mutual efforts to reduce such transcription costs are essential to the good health of both industries,

NOW BE IT RESOLVED that the members of the NAB, in convention assembled, request that the Board of Directors of NAB appoint a committee to discuss with the transcription companies the whole subject of the present distribution of transcriptions to radio stations, and

BE IT FURTHER RESOLVED that this committee report fully to the Board of Directors at its July meeting and, through the Board, report to membership the results of these discussions and their recommendations.

Text of the resolution on elimination of transcription identifications on the air:

WHEREAS it has now been shown that no impairment to the public interest has been suffered through the elimination of transcription identifications in connection with the broadcast of certain categories of transcriptions;

THEREFORE BE IT RESOLVED that the NAB petition the FCC for the elimination of all transcription identifications except in those specific instances where time element is a factor and failure to identify as a "transcription" could lead to inaccurate interpretation on the part of the listener.

CRIME FIGHTERS

Miami Stations Join Forces

REBELLING against the oft-repeated charge that Dade County, Fla., harbored some of the more notorious gamblers and other criminals, three Miami area stations have joined forces to castigate and brand the undesirable element. The three oldest stations in the area—WIOD, Miami outlet for NBC; WKAT, ABC affiliate, and WQAM, Mutual station in Miami Beach—have cleared time each Saturday at 6:30 p.m. for a joint quarter-hour show.

Commissioner D. P. Sullivan of the Dade County Crime Commission heads the program which is devoted to focusing the community's attention on such unwanted activities as well as to throw the principals into the public limelight.

The overall campaign is in conjunction with the local newspapers with the radio idea stemming from station ownership level. WIOD is one of the Gov. James Cox stations, licensed to the Isle of Dreams Broadcasting Co., with Daniel J. Mahoney as president and James M. LeGate as general manager. WQAM, the *Herald* station, is licensed to the Miami Broadcasting Co., with John Knight as owner. Lee Hill is editor of the *Herald* and Owen F. Uridge, general manager of WQAM. Owner and president of WKAT is A. Frank Katzentine. John I. Prosser, vice president and general manager, is directing the series at this time.

Southern Independent

$50,000.00

An attractive independent facility in an outstanding southern major market. A very unusual opportunity that is realistically priced. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

DALLAS
Philip D. Jackson
Tower Petroleum Bldg.
Central 1177

SAN FRANCISCO
Ray V. Hamilton
Russ Bldg.
Exbrook 2-5672

UNFAIR RADIO

Quinones Cites Government

CHARGING the Puerto Rican government with unfair competition against private commercial stations, Jose Ramon Quinones of WAPA San Juan and president of the Puerto Rican Broadcasting Assn., spoke Tuesday at the NAB Convention.

He urged Judge Justin Miller request the FCC to adopt a policy: "Against granting any license to any branch of the federal or territorial government for a broadcasting station to be directly or indirectly operated commercially, and that any such license already granted be modified to prohibit commercial operation in competition with privately owned stations."

Mr. Quinones cited "exclusive" advantages of the 10 kw AM stations at San Juan, owned and operated by the Puerto Rico Communications Authority as authorized by the territorial government—no payment of interest on loans, tax free importation of radio equipment, levy of a 12% income tax on visiting performers (as contrasted with 29% for private stations), low income tax for personnel, no property tax. Private stations, he asserted, pay a 19.8% tax on equipment imports and personnel pay "a high income tax."

A budget of $50,000 was allocated recently by the legislature to insular government departments and agencies for purchase of radio time. "Do you wonder on what station this taxpayers' money will be spent?" he queried. "The democratic principle and the American ideal of free enterprise is being violated under protection of a franchise authorized and issued by the FCC," he charged.

LASKER NAMED

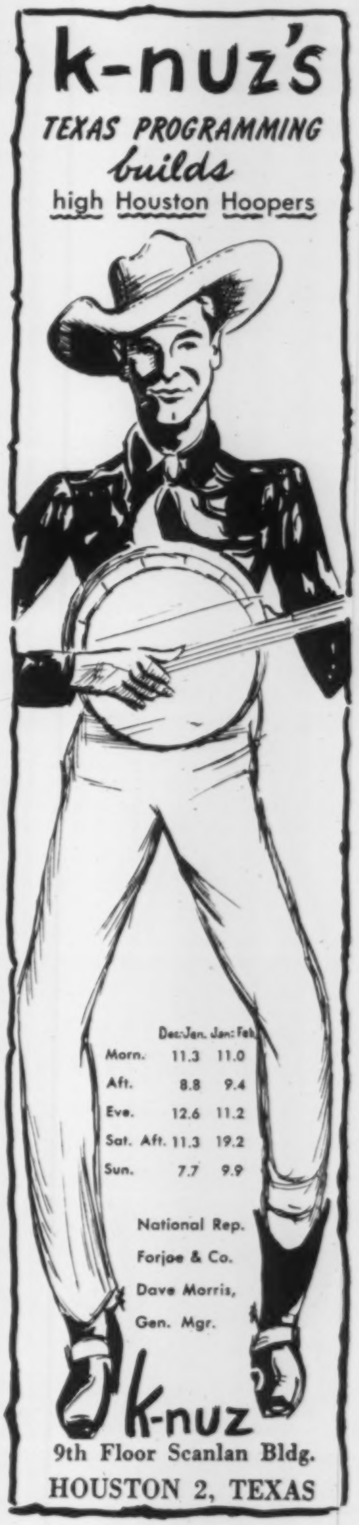
WBMS Boston Vice President

GEORGE LASKER has been appointed a vice president of WBMS Boston, Jack N. Berkman, president of The Friendly Group, owner of WBMS and four other stations, announced last Tuesday. Arthur E. Haley will continue as WBMS general manager.

Mr. Lasker

Formerly manager of WORL Boston, Mr. Lasker last January became national sales manager and eastern executive of The Friendly Group. His appointment to the WBMS post was voted at a meeting of the group's board of directors.

The Friendly Group maintains headquarters in Steubenville, Ohio, and, in addition to WBMS, owns WSTV Steubenville, WPIT Pittsburgh, WFPG Atlantic City and WKNY Kingston, N. Y.



k-nuz's

TEXAS PROGRAMMING

builds

high Houston Hoopers

	Dec:Jan.	Jan:Feb
Morn.	11.3	11.0
Aft.	8.8	9.4
Eve.	12.6	11.2
Sat. Aft.	11.3	19.2
Sun.	7.7	9.9

National Rep.
Forjoe & Co.
Dave Morris,
Gen. Mgr.

k-nuz

9th Floor Scanlan Bldg.
HOUSTON 2, TEXAS

FCC Actions

(Continued from page 67)

Decisions Cont.:

in consolidated proceeding with assignment application, application for license to cover outstanding CP for station.

April 14 Applications . . .

ACCEPTED FOR FILING

Transfer of Control

WQQW-AM-FM Washington, D. C.—Transfer of control of present voting common stock to group of new Class A stockholders.

Modification of CP

WMBD Peoria, Ill.—Mod. CP increase power, for extension of completion date.

KSAL Salina, Kan.—Same.

SSA—1030 kc

KWBU Corpus Christi, Tex.—License to cover request for extension SSA 1030 kc 50 kw from local sunrise Boston to local sunset Corpus Christi.

AM—910 kc

Missouri Basin Bcstg. Co., Minot, N. D.—CP new AM station 910 kc 1 kw D AMENDED re stockholders.

License for CP

WCFR Fall River, Mass.—License for CP new FM station.

KADA-FM Ada, Okla.—Mod. CP new FM station change ERP 435 w.

TENDERED FOR FILING

Transfer of Control

WKNB and WFHA New Britain, Conn.—Acquisition of control of New Britain Bcstg. Co., permittee, by Julian Gross and Beulah L. Gross.

AM—1280 kc

KSOK Arkansas City, Kan. — CP change from 1280 kc 1 kw D to 1280 kc 1 kw-D 100 w-N unl.

APPLICATIONS DISMISSED

Assignment of License

WROL-AM-FM Knoxville, Tenn. — DISMISSED application for assignment of license from S. E. Adcock tr/as Stuart Bcstg. Co. to Knoxville Pub. Co.

KOPP-AM-FM Ogden, Utah — DISMISSED application for assignment of license from James B. Littlejohn to KOPP Inc.

Box Score

SUMMARY TO APRIL 14

Summary of Authorization, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	1,971	1,921	236	...	428	254
FM Stations	724	305	593	25*	95	29
TV Stations	59	7	114	...	324	181

* 11 on air

CALL ASSIGNMENTS: KMHK Mitchell, S. D., changed to KORN (Mitchell Broadcasting Assn.); WMLO Milwaukee, changed to WMIL (Cream City Broadcasting Co.); WTRN Taunton, Mass., changed to WPEP (Silver City Broadcasting Co.); KPRA (FM) Portland, Ore., changed to KWJJ-FM (KWJJ Broadcast Co. Inc.); KMA-TV Omaha, changed to KMTV (TV) (May Broadcasting Co.).

TV APPLICATION

Scranton, Pa.—The Scranton Times, Channel 11 (198-204 mc), ERP 2.61 kw visual, 1.31 kw aural, antenna height above average terrain 1,201 ft.; estimated cost of construction $248,479.75, first year operating cost $95,000, revenue $50,000. Applicant is co-partnership of Elizabeth R. Lynett and Edward J. Lynett Jr., co-owners of the Scranton Times. Filed April 11.

AM APPLICATIONS

Charlotte Amalie, Virgin Islands — John W. Boler, 1090 kc, 250 w, daytime; estmiated cost $16,950. Applicant 54% owner of KSJB Jamestown, N. D., and minority stockholder in KIOA Des Moines and KYDS St. Paul, Minn. Filed April 13.

Garden City, Kan.—Ark-Valley Broadcasting Co. Inc., 1050 kc, 1 kw, daytime; and facilities for Class A FM station Channel 257 (99.3 mc), ERP 802 w; estimated cost $37,000. Applicant is purchasing complete radio facilities of KGAR-AM-FM, now deleted. Principals: Dr. H. C. Sartorius, physician, president; Dale E. Kern, vice president; Dr. V. A. Leopold, Leopold Hospital Inc., treasurer. Applicant is corporation of 33 stockholders, all with minor interests. Filed April 7.

Lenoir City, Tenn.—Arthur Wilkerson Lumber Co., 730 kc, 500 w, daytime; estimated cost $19,780. Arthur Wilkerson, lumber dealer is sole owner. Filed March 31.

Los Alamos, N. M.—Rio Grande Broadcasting Co. Inc., 1490 kc, 250 w, unlimited; estimated cost $5,000. Principals: Albert E. Buck, owner of Sandia Lumber Co., Albuquerque, president 33⅓%; Merle H. Tucker, vice president 33⅓%; Frank C. Rand, owner Frosted Foods Distributors Inc., Albuquerque, secretaary-treasurer 33⅓%. Filed April 11.

New Bern, N. C.—Colonial Broadcasting Co. Inc., 960 kc, 1 kw, daytime; estimated cost $24,680. Principals: W. L. Hand, Jr., dentist, president 18.4%; W. L. Hand, Sr., dentist, 18.4%; W. H. Willis physician, vice president 18.4%; Joseph E. Zaytoun, newsdealer, secretary-treasurer 18.4%; W. B. Taylor, dealer in radio equipment, 17.1%. Five others hold minor interests. Filed April 7.

Plattsburg, N. Y.—Martin L. Schulman, 1340 kc, 250 w, unlimited; estimated cost $21,665. Mr. Schulman after grant may form corporation and offer stock to station employes. He is secretary-treasurer and 25% stockholder in Hicks Photo Finishers Inc. and Greeting Cards Inc., Washington. Filed April 11.

Pleasanton, Tex. — Atascosa Broadcasting Co., 1090 kc, 1 kw, daytime; estimated cost $19,700. Principals: Marguerite N. Drain, director Drain Chiropractic Clinic, San Antonio, 50%; Ben L. Parker, dean of Texas Chiropractic College, San Antonio, and cattle raiser, 50%. Filed April 12.

Scranton, Pa.—Scranton Radio Corp., 1400 kc, 250 w, unlimited; estimated cost $28,000. Principals: Sigmund Nowicki, doctor, treasurer 37½%; John A. Nowicki, doctor, president 37½%; Michael Augustyn, director 25%; Casimir Nowicki, secretary.

Waycross, Ga.—Waycross Broadcasting Co., 570 kc, 1 kw, unlimited; estimated cost $83,000. Principals: T. W. Scott, 50% interest Douglas Finance and Loan Co., Douglas, Ga., 75%; Al H. Evans, commercial manager WDMG Douglas, 25%. Filed April 13.

FM APPLICATIONS

Boston—Boston U., noncommercial educational FM station on Channel 215 (90.9 mc), ERP 250 w; estimated cost $22,000. Filed April 7.

High Point, N. C.—Board of School Commissioners of City of High Point, noncommercial educational FM station on Channel 201 (88.1 mc), 10 w; estimated cost $2,995. Filed April 7.

Oxford, Ohio—Miami U., noncommercial educational FM station, Channel 201 (88.1 mc), power 10 w; estimated cost $1,800. Filed April 13.

RADIO SPOKANE
KGA
EASTERN WASHINGTON
SPOKANE
WESTERN MONTANA
NORTHERN IDAHO
N.E. OREGON
RADIO SPOKANE
KGA

50,000 WATTS
of PROTECTED* Persuasive Power that Completely Covers the BILLION DOLLAR Spokane Market

*Class 1-B Clear Channel

OWNED AND OPERATED BY LOUIS WASMER

American Broadcasting Co. Affiliate

Radio Central Building
Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.

Sales Clinic

(Continued from page 29)

ment, makes a "firm stand" necessary, he said.

The day's wind-up session featured a "bread and butter" discussion of advertising by Maurice Mitchell, NAB director of broadcast advertising; Lee Hart, assistant director, and Herman M. Paris, general sales manager of WWDC Washington.

"You are not the best salesmen in the business," Mr. Mitchell told the independents. "You must learn to know your own business, when to sell your time, how to service the advertiser after it's sold, and how to keep the client after he's sold. Many of you feel that a license to broadcast is a license to make money, not to run a radio station. Nothing is impossible to a station that knows the score."

He said small stations should emphasize local angles, and advised local outlets to throw away rate cards adapted from those of the networks and fashion new cards which will fit their own positions. Go out and get advertising that is now going into other media, he advised, "Dealer cooperative advertising offers a virtually untapped radio field."

Mr. Paris emphasized that "network affiliation or lack of it isn't, in my humble opinion, a critical factor in the commercial success of a radio station. The advantages of independence and the freedom from the persistence and clumsiness of a network can actually offset the gains of such affiliation." Sell ideas, not time, he urged, declaring that WWDC sells its advertisers by (1) programming, and (2) promotion.

Basic Requirements

The five basic requirements for successful advertising, Miss Hart said, are to (1) see that the retailer sets strong advertising objectives; (2) beams his advertising to the people he wants to reach; (3) have him advertise his strongest lines regularly; (4) produce good spoken advertising copy for him, and (5) have him coordinate advertising with all his other activities.

"Big Promotions on Small Budgets" were discussed at the outset of the afternoon session by Jerry Franken, editor of *Billboard*, and Joe Koehler, editor of *Sponsor*, who cited examples of inexpensive but effective promotion methods. Stations cannot afford to overlook promotion, Mr. Franken said, declaring they need it now more than ever.

ALL LIVE programming on Saturday and Sunday has been dropped by WBKB (TV) Chicago because of smaller audiences in summer months. Week-end TV schedule will go into effect again next fall.

ENGINEERS AND MANAGERS AGREE . . .

The ARCTURUS Recording Lathe

. . . easiest to operate - "cleanest" recorder at the

NAB CONVENTION!

The ARCTURUS

1949 Micro-Groove Model M-1

Engineered to split-hair mechanical accuracy, this all geared lathe permits less than 1/10 of 1% flutter with a noise level of minus 60. Arcturus 1949 Micro-Groove M-1 is unduplicated by any recorder at any price. Check these features . . .

- **Instantaneous speed changes, 33 1/3, 45 to 78 RPM**
- **Lines per inch from 80 to 30**
- **Automatic lead-in spiral**
- **Tail-off eccentric**

TRADE-IN ALLOWANCE

We'll gladly give you a free estimate at no obligation of trade in allowance on your present equipment. Please state make and model number.

Write or wire . . .

Cliff McDonald

ARCTURUS ENGINEERING CORP.

Manufacturers of: Gear-Driven Recording Lathes . . . Playbacks . . . Synchronous Tape Recorders

1755 GLENDALE BLVD • TEL: NO 3-1239

LOS ANGELES • CALIFORNIA

AM GRANTS

New Facilities Given In Three Cities

THREE new AM stations were granted by FCC last week and two existing stations were authorized changes in facilities, one involving a power reduction.

The new station permits went to Griner-Dillon Broadcasting Co., for 500 w daytime on 1260 kc at Bay City, Mich.; Minnesota Valley Broadcasting Co., for 1 kw fulltime on 1420 kc directional night at Mankato, Minn.; and Ellis County Broadcasting Co., for 500 w daytime on 1390 kc, directional, at Waxahachie, Tex.

WNLK Norwalk, Conn., was granted switch from 500 w day on 1350 kc to 500 w fulltime on that channel, using directional antenna at night. WKJB Mayaguez, P. R., licensed on 1340 kc with 250 w and holder of permit for 10 kw on 710 kc, was granted permission to reduce power on 710 kc to 1 kw day, 500 w night. WKJB also would change from fulltime directional array to non-directional antenna. Station also was given extension of completion date.

Meanwhile, the Commission also has approved two other new standard stations within the last fortnight which previously have not been reported. The grants are for Charlottesville, Va., and Turlock, Calif. Details of the new authorizations and ownership follow:

Charlottesville, Va.—Charlottesville Broadcasting Corp., 1280 kc, 1 kw, daytime; estimated cost $27,200. Principals: Frank T. Parker Jr., president 24.08%; Celia V. Faulkner, vice president 18.52%; Marion M. Parker 14.82%; Standard Properties, partnership composed of Clark Daniel, Raleigh Daniel, Cushing Daniel and Donald G. Heyne, 37.03%. There also are five minor stockholders.

Turlock, Calif.—Turlock Broadcasting Co., 1390 kc, 1 kw, unlimited, directional night. Principals: Wallace N. Lindskoog 20%, Luther G. Boone 20%, Gordon E. Mower 10%, Elmer A. Hyer 10%, August Lindblom 10%, C. H. Lindgren 10%, Wilbur Merrill 10% and Gilbert Moody 10%.

Bay City, Mich. — Griner-Dillon Broadcasting Co., 1260 kc, 500 w, daytime; estimated cost $14,214. Gail D. Griner, president and 50% owner, is co-owner of WABJ Adrian, Mich., and partner in the Floral Broadcasting Co., applicant at Monroe, Mich. He will divest himself of these interests. Edward T. Dillon, WABJ engineer, holds 45% and Marguerite Griner 5%.

Mankato, Minn.—Minnesota Valley Broadcasting Co., 1420 kc, 1 kw, unlimited, directional night; estimated cost $43,500. Principals: Robert D. Kennedy, president 0.7%; Oscar S. Ulland, secretary - treasurer 33.1%; Palmer S. Ulland, director 33.1%; Harold Westby 13.8%. There are four more minor stockholders.

Waxahachie, Tex. — Ellis County Broadcasting Co., 1390 kc, 500 w, daytime; estimated cost $14,250. Principals: C. C. Woodson, vice president 25%; Enterprise Pub. Co., Waxahachie, 25%; United Pub. Co., Ennis, Tex., 25%. Five others hold minor interests.

NAB PROGRAM EXECUTIVE COMMITTEE

Gazeteer Announced; Program Clinic Set

A PRONOUNCING gazeteer with colloquial forms of all names and places in the United States is being prepared by NAB in collaboration with the Dept. of Interior, the NAB Program Executive Committee announced April 11.

Primarily for news announcers, who usually take pronunciations of words from dictionaries and gazeteers without regard to native accents and inflections, the new volume is expected to be available by fall, the committee said.

A tentative agenda for NAB's program clinic at Northwestern U.'s downtown Chicago campus, June 27-29, was discussed by the group. A suggested title for the introductory address was "What Management Expects of the Program Director." A "government services" session is expected to bring together representatives of the Library of Congress, armed services, Treasury Dept., Office of Education, and Agriculture, Interior and Commerce departments. Foreign government services of Britain, France, Australia, Canada and New Zealand will be described by speakers from those countries as well as from the United Nations. Public service organizations will be represented by Advertising Council, Red Cross and American Legion spokesmen.

A news services clinic will explore specialized services available from AP, UP, INS and Trans-Radio, as well as availability of special Washington correspondents and recording facilities at the Capital. BMI, ASCAP and SESAC officials will speak for copyright societies. The heads of leading transcription and recording companies will appear. NAB's services for program directors will be described by A. D. Willard Jr., executive vice president of the association.

A section on techniques will be broken down into discussion sessions on engineering tools for programming, integration of available services into program formats, public service broadcasting, research for programming, promotion techniques, selling techniques, farm service programming and disc jockey programming.

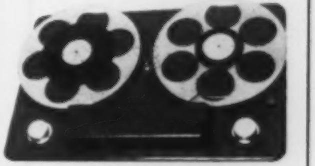
Final section listed in the tentative agenda is "Horizons," featuring a symposium on programming in the future, by a panel of trade paper editors. Addresses on television, NAB's Standards of Practice, experimentation and an address by NAB President Justin Miller also are scheduled.

Harold Fair, director of NAB's program department, disclosed that two sessions may be added. One would deal with the problem of scheduling—taking up such new theories as block programming, mood programming and audience flow. The other session would explore special events and sports as to their importance to audience, station, and client.

ENGINEERS AND MANAGERS AGREE . . .

ARCTURUS MODEL E3 Tape Recorder

. . . "cleanest" tape machine at the NAB Convention!



The ARCTURUS MODEL E3 Tape Recorder

The Arcturus Model E3 is a precision, high quality tape recorder simplified for easy, fool-proof operation. It is unduplicated by any tape recorder at any price. Check these features . . .

- **ONE CONTROL**
  - no solenoids
  - no relays
  - no buttons to push
- **Instantaneous reading of input and output levels**
- **Overall distortion less than 1%**
- **Lower flutter and lower noise level**

TRADE-IN ALLOWANCE

We'll gladly give you a free estimate at no obligation of trade in allowance on your present equipment. Please state make and model number.

Write or wire . . .

Cliff McDonald

ARCTURUS ENGINEERING CORP.

Manufacturers of: Gear-Driven Recording Lathes . . . Playbacks . . . Synchronous Tape Recorders

1755 GLENDALE BLVD • TEL: NO 3-1239

LOS ANGELES • CALIFORNIA

High Frequency Meet

(Continued from page 28)

terference follows a pattern familiar to all who experienced similar acts on the part of Hitler-Germany during the war."

The FCC representative said "even during the time the Soviet delegation has participated in the meetings of this conference and regularly uttered pious phrases of world understanding and international cooperation, the Soviet Union has not only maintained its 'jamming' activities" but "it has increased such activities."

The conference was asked by Comr. Sterling to "consider the real implication, of jamming." He called it "an affront to the free interchange of information among countries" and "in essence a crime perpetrated against the ideals of freedom of speech . . . a freedom which my country prizes among its most cherished possessions."

Two earlier attempts were made to break up the conference, in session since last Oct. 22. The more recent also was by the Russians [BROADCASTING, Feb. 14] while the other previous attempt was reported made by Argentina and Columbia [BROADCASTING, Dec. 6, 1948]. Last December a theme of harmony was adopted to smooth over the rift and Russia's chief delegate, Sergey Stoyanov, personnally complimented Comr. Sterling on his technical contributions to the session. The Russian delegation also sent a message to the U. S. delegation congratulating it for its technical cooperation.

Gives Technical Data

The U. S. did give a tremendous wealth of technical data and experience to the conference. Some $13,000 worth of propagation charts alone were reported to have been contributed. The 35-man U. S. delegation further worked out six complete plans for the assignment of all channels, involving 6,000-8,000 channel hours, and finally submitted two plans. Chairman of the delegation was U. S. Ambassador to Mexico Walter Thurston.

The conference plan, called wholly unworkable by Comr. Sterling from a technical standpoint, charts the use of some 235 channels in various groups of frequencies from 6 mc to 26 mc. The top two bands, 21 mc and 26 mc, in which the U. S. received many assignments, although technically superior are considered inferior from a program standpoint since there are relatively few receivers in the world which can get 21 mc and as yet practically none which can get 26 mc. The channel hour apportionment, however, did not include 26 mc assignments.

The pilot plan adopted by the conference is for the "June 70" sunspot cycle which falls in the summer of 1950. It's doubted the plan could become effective before the end of that year, however. This pilot plan is to be used by the Technical Planning Group to draw up five other plans. Two would cover the equinox (spring and fall) and December 1950. The other three would run through the 1951 periods. Each plan consists of channel assignments based upon the propagation characteristics and other factors involved during each sunspot cycle phase. The sunspot cycle high was in 1947 and it now is running toward its minimum period. The more sunspot atcivity the more interference there is caused to high frequency broadcasting.

Whatever plan may eventually be ratified will contain provisions for extension through the high frequency conference which is expected to convene in Buenos Aires in 1952. Modifications to adjust to the sunspot cycle would be made from time to time by whatever implementing organization might be set up by the Geneva group.

STEVENS lobbyists at NAB convention included (l to r): O. L. Taylor, KGNC Amarillo, Tex.; Paul D. P. Spearman, radio attorney; Storm Whaley, KUOA Siloam Springs, Ark.

Sell Radio

(Continued from page 24)

feeling the results of intense local newspaper promotion.

William B. Maillefert, operator of WVET Rochester and a former chief timebuyer of Compton Adv., threw the broadcast advertising bureau idea into the convention. He said he hoped that NAB would form such a bureau, set up headquarters in New York and install branches in key cities.

"I want the radio story told by experts," Mr. Maillefert said. "The film will be a good investment, not an expenditure, and will bring new clients to stations." He declared that the two newspapers in Rochester are Gannett operated. "The retail merchants of Rochester are well aware of the power of the press and Gannett sees that they are kept informed," Mr. Maillefert continued.

He termed the All-Radio fund "the first step toward a well-heeled radio drive of our own."

The afternoon's meeting, opened by A. D. Willard Jr., NAB executive vice president, was chairmaned by Eugene Thomas, WOIC (TV) Washington, chairman of the NAB Sales Managers Executive Committee. Simon Goldman, WJTN Jamestown, N. Y., chairman of the NAB Small Market Stations Executive Committee, was co-chairman.

Theme of the meeting was the competitive problem facing sound radio. This problem stems mainly from other media, particularly newspapers, with recognition that television poses a revenue problem for sound radio.

Leo Cherne, economist, provided the general business background by declaring that concern over current business prospects is unwarranted. Practically all U. S. prosperity has been during a buyer's market, he said, predicting rising business in the next few months. "Television will be less of a factor in your gross income than the amount that can be realized if you use facilities at your disposal," he said. "If you in this room are overwhelmingly certain there will be a business recession, you can have it that way."

Mr. Thomas said radio is trying to climb higher during a downswing of the business cycle, with the goal capable of achievement "if we show other American industries how broadcasting will help them to advertise economically in the keenly competitive year before us."

Radio's basic role in the American way of life was delineated by Mr. Thomas, who reminded that there are 77 million sets in the U. S. and 71 million in all the rest of the world. He pointed out that retailers especially value the medium because it brings customers to them.

Local advertising has grown more in the last five years than network and national non-network advertising, he said.

Howard P. Abrahams, manager of the Sales Promotion, Visual Merchandising Group, National Retail Dry Goods Assn., urged broadcasters to father a project by which thousands of future retail advertising executives can be indoctrinated at universities in the art of radio advertising. He offered to give the benefit of his professional experience to broadcasters. Out of this would come a handbook for teaching as part of the long-range educational program. "The younger generation, now in the universities, will be the future advertising managers of retail stores," he said. "These people grew up in a radio world. They do not have preconceived advertising media ideas. They are the potential media buyers and you aren't doing a thing to convert them into radio users. I don't know how you can be so short sighted. I don't know of one retailing college that gives a complete course on retail radio."

Terms Interest Limited

Mr. Abrahams told of the limited retail interest in radio, with newspapers getting more than half of advertising budgets and radio 5%. He added a bright note by explaining that radio will get a 5% increase this year, as will newspapers.

Retail advertising men of today were not schooled in radio techniques, he said, and know very little about radio as a sales promotion tool. "You radio men have been guilty, along with us retailers, in getting us to use radio as a prestige building device. You and we must be taught how to use radio, like any other retail promotion device, as an immediate sales producing medium."

At NRDGA, he said, more requests come for information about radio than any other medium. He referred to helpful effects from NAB's Joske study and similar projects and urged broadcasters to learn more about retail stores. Then they can be ready to discuss radio with the retailer, he said.

Mr. Abrahams listed ten rules for successful radio programming: Radio produces best when stores promote their best items or strongest departments or their best known services; when beamed tech-

---

BOND SALES

Radio's Time Contribution Is $23 Million

RADIO contributed more than half of the total value of time, talent and space devoted by all media to the promotion of U. S. Savings Bonds sales in 1948.

This was reported last week by Vernon L. Clark, national director of the Treasury Savings Bond Division, at the NAB Convention in Chicago. Mr. Clark presented citations to NAB, representing the industry, and to executives of the four major networks for their continuing assistance.

Time, talent and space valued at $45 million were devoted to the bond sales campaign by all media in 1948, Mr. Clark asserted. Of this, he said, broadcasting's contribution was more than $23 million. He pointed out that bond sales for the year reached $7,295,000,000, a new high.

The presentations were made Tuesday morning upon completion of the convention session on "Public Relations at the Management Level."

nique is used; through sufficient repetition; when it truly reflects the character of the store; when it is continuous; when the copy is written for the ear and not the eye; when you promote your radio campaigns with other sales promotion devices; when it is used to promote other sales promotion tools; when it is used as a consumer and vendor relations tool along with selling; radio is of extra value when other promotion media are weak.

Lee Hart, NAB retail specialist, explained her formula for spoken salesmanship [BROADCASTING, April 11]. The formula was developed after years of intensive study of retailing and retail advertising, including the entries in NRDGA's annual radio awards, which Mr. Abrahams founded.

Maurice B. Mitchell, NAB director of broadcast advertising, laid the groundwork for the newspaper-radio competitive discussion by displaying examples of anti-radio or "negative" newspaper promotion. Calling newspapers a 246-year old medium of general acceptance, he said many newspapers still are not reconciled to anyone "taking a piece of business they thought belonged exclusively to them." Ugly forms of competition are appearing, he said, calling Evansville a typical instance of what happens when newspaper competition gets rough. His talk opened a panel titled, "It Can Happen Here."

John A. Engelbrecht, general manager of WIKY Evansville, Ind., said city retail lineage is 12th in the country though the city is 78th in population. With two newspapers combining forces and selling efforts, he declared, it is difficult for an advertiser to buy just one paper. On the other hand five stations compete against each other and against one newspaper corporation which has 20 to 25 salesmen who "live" with their accounts and know their business intimately.

Negative selling is present in its most intense form, he said in describing newspaper techniques. They never miss a chance to sell radio as a poor advertising medium, and ignore radio in their columns aside from TV. He detailed effects of the newspaper competition, including reference to a store ranking second or third nationally in newspaper advertising for women's wear that "doesn't use one second on radio."

Martin Leich, operations manager of WGBF Evansville, showed copies of a weekly newspaper-station listing promotion piece called *Listen*. This tabloid size newspaper carries news of radio, including all Evansville stations, though WGBF is featured. A store chain pays part of the cost and distributes them through the stores as a promotion device. The newspaper has 25,000 circulation and the store chain reports tremendous public interest in the station listings, which are printed by newspapers.

Radio Selling Only

Evansville stations direct their salesmen to sell radio and not indulge in negative selling. The whole situation has led to improved cooperation among stations, and benefits include close relations with civic and other associations as well as formation of a local ad club.

Similar situations in Warsaw, Ind., and San Antonio were discussed from the floor.

Covering the small market station's problem, Mr. Goldman said a survey showed that in 64% of stations the manager also is sales manager and in some cases the entire sales department.

Local business brings in 75% to 100% of its total business, he said, but national advertisers are starting to realize they "must" use the small market station to obtain thorough coverage. Selling of retail and wholesale accounts brings a stimulus that permeates upward to the manufacturer, he explained.

Good programming, Mr. Goldman said, brings community respect as well as business. He proposed all programs, including public interest types, be built for sponsorship and recommended that sales and program staffs appreciate each other's problems.

Mr. Goldman advocated emphasis of program sales over spots, since selling programs sells radio. In the case of spots he urged that rates be high, with a limit on the number carried during the day. Every Jamestown department store is on the air, he said, the largest spending 80% of its advertising budget with WJTN, the second 50% and the third 80%. The station has 10 of 14 ABC co-ops sold.

Widening of the sponsor base, he said, can be developed through local manufacturers and associations. By selling them public interest and employe relations programs, the station has interested individual members in radio and they have developed into accounts. He cited several programs sponsored by groups and said the station reaps good-will in this way. Spot advertisers, he reminded, can be developed into program buyers.

As this recitation of industry sales and operation developments was concluded, Mr. Thomas observed, "There is no free lunch in radio promotion." He introduced Gordon Gray, WIP Philadelphia, president of the industry-operated All-Radio Presentation now being separately incorporated. Mr. Gray said some 500 stations have provided $126,000 for the film, first conceived in 1947 at the Atlantic City convention and implemented at Los Angeles.

"The report of audio radio's demise is premature," said Mr. Gray, reminding his audience that 94.2% of families have sets. He listed radio's basic audience appeal and said the film will include such topics as the psychology of the spoken word, sales ability of marginal time, plenty of result stories and similar data.

The film will be presented in four forms, depending on type of showing. Complete instructions and script material will be included.

Compares With ANPA

Julian Haas, KARK Little Rock, said radio must sell itself in a highly competitve field and cited operations of the ANPA's Bureau of Advertising. He said the film will bring in vast untouched advertising prospects and keep present accounts sold. "We must tell our sales story from the grass roots to national advertisers," he said. "What's good for radio is good for us."

Mr. Maillefert brought the session to a logical conclusion with his plea for support of the all Radio Presentation and suggestion that NAB set up a separate bureau of broadcast advertising entirely free from direct association supervision and separately financed.

Though Mr. Thomas is manager of a TV station, he did not once use the word "television" in his speech.

WAITING for the food and FCC Chairman Wayne Coy's address at the Monday luncheon session at the NAB Convention in Chicago were this head-table group (l to r): FCC Vice Chairman Paul A. Walker; Clair R. McCollough, president of WGAL Lancaster and associated Steinman stations; CBS President Frank Stanton, and Campbell Arnoux, president of WTAR Norfolk.

Errant Lightning

LIGHTNING demolished tuning equipment of WPGH Pittsburgh during a severe thunderstorm April 7. Through cooperation of WPGH engineers, Bell Telephone Co. of Pennsylvania, RCA Victor, TWA officials and Air Express the station was able to take the air April 8 at 6:30 a.m., only a half-hour after regular sign on time. Total damage to equipment was estimated at $600, Lew Kent, assistant general manager, reports.

America's leading engineers of important industrial organizations
SWITCH
to
NEWARK
for
TV, Radio, Sound and Recording Equipment, Replacement Parts and Electronic Tubes
because...

NEWARK has the most complete on-the-spot stock of all standard equipment... *from the tiniest replacement part to the most complete installation* . . . on hand in 3 giant centrally located stores, and tremendous warehouses!

NEWARK equipment is tops in quality, dependability, and performance. Everything is Newark-tested and Newark-backed, so you know it's the *best!*

NEWARK delivers the goods...but fast! 24-Hour mail-order service...faster on phone or telegraph orders.

NEWARK offers the most complete essential reference book...148 illustrated pages full of data on over 20,000 standard brand items, including

Standard and L-P pickups and changers • Wire, tape and disc recorders • Hi-Fi sound and P.A. equipment • Speakers • Mikes • Accessories etc.

NEWARK
RADIO & TELEVISION

Send TODAY for FREE new 1949 NEWARK CATALOG

Also featuring a complete line of RADIO AND TELEVISION KITS, SETS, PARTS and ACCESSORIES for homes, hams and hobbyists!

24-HOUR MAIL-ORDER SERVICE

3 GREAT STORES! Uptown at **115 W. 45th St.** Downtown at **212 Fulton St.** in **NEW YORK** **323 W. Madison St.** in the heart of **CHICAGO**

NEWARK RADIO & TELEVISION

MAIL NOW!

Dept. E

NEWARK ELEC. CO., 242 W. 55th St., N. Y. C.
Please send FREE 1949 Newark Catalog to:
Name__________
Address__________
City__________State__________

BUDGET TESTIMONY

Coy Testifies

REPORTS that FCC Chairman Wayne Coy may soon resign were revived last week with disclosure that he had told a House appropriations subcommittee he could not continue "for any great length of time" to spend his savings on personal expenses.

He offered no comments on the reports.

Meanwhile, however, action to boost the salaries of members of the FCC and other agencies appeared to be making progress on Capitol Hill last week (see story, page 32).

His statement to the appropriations group came after he had listed, at the subcommittee's request, the trips he had made during work-weeks since last July 1, together with any payments he received for them. Most of his trips were for speeches or investigations, mostly at government or his own expense. In a few instances he received other payments for expenses.

Mr. Coy's observations were made public last week with release of testimony and other data presented by the Commission during appropriation hearings before the House group in early March (see story, page 32). The subcommittee had asked for travel detail from all Commissioners and all FCC attorneys [BROADCASTING, March 14]. Supplying the information, FCC said none received compensation (other than from the government) except Mr. Coy, who received reimbursements in a few cases to help cover expenses.

Other Highlights

Other highlights of the testimony by Chairman Coy before the subcommittee included:

● Statement that "in the near future it will be necessary to examine more closely the rules governing the relation between networks and their affiliates, particularly in regard to the new FM and TV networks."

● Opinion that a reorganization of the Commission along functional lines—as suggested by the Hoover Commission—would increase FCC efficiency from 10 to 15%.

● Estimate that with the present budget the Commission could not catch up with its backlog until 1951 despite the Congressional insistance to do so indicated by the subcommittee.

● Belief that revision of the rules and standards for AM broadcasting is most urgently needed and that such revision would do most toward dissolving the backlog in that field.

● Affirmation that the FCC's general counsel and four assistants general counsels are not presently seeking or negotiating for employment outside the government, supported by individual memoranda from those persons.

Chairman Coy indicated he might not be able to continue long in his present position because of the financial burden. At the conclusion of his detailed letter to the subcommittee regarding his travel, he wrote:

> **I should like to point out . . . that each trip I have made at government expense has cost me out of my own personal funds from $6 to $8 per day over and above the reimbursements which I received from the federal government. In some cases the cost per day has exceeded the $8 figure. I should like to point out further in this connection that my present salary as a member of the Federal Communications Commission does not meet my personal living expenses and that my resources are inadequate to continue for any great length of time the expenditure of personal savings in order to maintain myself and my family.**

Mr. Coy told the subcommittee, under the chairmanship of Rep. Albert Thomas (D-Tex.), that FCC originally had asked the Budget Bureau for an appropriation of $7,971,000 for fiscal year 1950. But the bureau allowed only $6,633,000, some 20% less, he said.

Workload Outstanding

Rep. Thomas was particularly concerned about the FCC's work backlog and referred to the problem again and again during the inquiry. He repeatedly asked whether the FCC field offices and personnel could be used to help cut Washington's burden and questioned the feasibility of reducing research activities. In each instance Comr. Coy tried to explain that neither was practical nor desirable.

Rep. Thomas inferred his committee was tired of hearing about the FCC backlog year after year. He said to the FCC chairman: "I think you will agree with the committee that you ought to get current. It is distasteful to you; it is disasteful to the public; it is distasteful to the Congress to have people in the field write in and say they have sent in an application or request to the Communications Commission 8, 10, 15 months ago and nothing happened."

Later while on the subject of how many people it would require to put FCC current on its workload, Rep. Thomas commented, "the committee is very anxious for you to get current in those big fields [broadcast, safety and special services], because, after all, those are the two big fields that the taxpayer is interested in."

"They are the ones about which he knows something," the Congressman continued, "and when you are as behind as you now are that gives a poor impression of the effectiveness and usefulness of the Commission, and puts all of us in a bad light. That is why we want you to get current."

Mr. Coy estimated that with an additional 50 people in each of the broadcast and special processing divisions the FCC would be current at the end of fiscal 1950. Because of the hearing cases in the broadcast field, he thought that group might be a little later. Rep. Thomas estimated the special service personnel increase to be 33-40%. FCC under the proposed appropriation is cutting its overall personnel total slightly.

Denies Overstaffing

To further questioning on personnel, Comr. Coy denied that the FCC was overstaffed with lawyers. He explained that voluminous and detailed legal work was required in administration and litigation.

His defense of the Commission's legal staff followed Rep. Thomas' inquiry of "how in the world can you possibly justify 69 lawyers in an outfit of less than 1,400 people." The Congressman indicated FCC "will be getting the reputation of having the most lawyer-ridden outfit in the whole government set-up, and you do not want to take that spot away from the Maritime Commission."

The subcommittee appeared concerned also about the turnover in FCC personnel, particularly in the engineer and lawyer groups. It was brought out that the Commission has proven a training ground in many cases for industry and that the FCC salary scales were in large part responsible.

While discussing the television situation and its problems, Comr. Coy testified he believed the freeze could be lifted "sometime in the month of May or perhaps early June." He estimated that then new TV applications would be filed "in large numbers."

Chairman Coy also stated that competition in the broadcast field would keep the number of new AM station requests down from now on, while applications for sale or transfer of station properties would be on the increase.

To a question whether the FCC has any rule which would require

---

SAFETY COUNCIL

Award Winners Announced

NBC and 48 stations have been cited by the National Safety Council for "exceptional leadership and support of the national safety movement last year" in the group's annual Public Interest Awards contest.

Stations are CKEY Toronto; KGO San Francisco; KHQ Spokane; KLZ Denver; KMA Shenandoah, Iowa; KMMJ Grand Island, Neb.; KNEB Scottsbluff, Neb.; KODY North Platte, Neb.; KOIN Portland, Ore.; KOMA Oklahoma City; KOMO Seattle; KRNT Des Moines; KWKW Pasadena; KTUC Tucson; KVI Tacoma; KWG Stockton, Calif.; WBAL Baltimore.

WCAE Pittsburgh; WCCC Hartford; WCCO Minneapolis; WCHS Charleston, W. Va.; WDSR Lake City, Fla.; WEBR Buffalo; WELM Elmira; WENY Elmira; WFAA Dallas; WFIN Findlay; WGR Buffalo; WGTM Wilson, N. C.; WHO Des Moines; WIBA Madison, Wis.; WING Dayton; WIZE Springfield, Ohio; WJAG Norfolk, Neb.; WJIM Lansing, Mich.; WKBR Manchester, N. H.; WKY Oklahoma City.

WMOH Hamilton, Ohio; WNBC New York; WOAK-FM Chicago; WOWO Ft. Wayne, WPOR Portland, Me.; WROW Albany; WRVA Richmond, Va.; WTAR Norfolk; WTIC Hartford; WWHG Hornell, N. Y.; WWJ Detroit.

Arthur C. Stringer, NAB special events director, and Wesley I. Nunn, advertising manager for Standard Oil of Indiana and coordinator of the Advertising Council's "Stop Accidents" campaign, were among the judges.

WCCO received its award last Thursday night from Judge Levi M. Hall, president of the Greater Minneapolis Safety Council. A special station broadcast also included conferring of like honors on the Minneapolis *Tribune* and the Minneapolis *Star*. Gene Wilkey, assistant general manager of WCCO; David Silverman, managing editor of the *Star*, and William P. Steven, managing editor of the *Tribune*, participated.

JUDGES in the National Safety Council's 1948 Public Interest Awards contest were (l to r) Mr. Stringer; Mr. Nunn; Erwin D. Canham, editor of the *Christian Science Monitor* and president of the American Society of Newspaper Editors; Norman Damon, vice president of the Automotive Safety Foundation, and Kenneth E. Olson, dean of the Medill School of Journalism at Northwestern U.

prospective broadcasters to affirm they were not Communists, Comr. Coy replied there is nothing in the FCC forms which "requires such disclosure of information."

He continued, though, "that in terms of the information that is available" to FCC, "we would know about it if anyone were charged with being a Communist and had a license. I have yet to have anyone say that anyone holding a license was a Communist. We have some charges against some of our licensees, one or two instances and perhaps three, involving their belonging to certain groups that were held to be subversive, but there has been no showing that the men were Communists or that they were disloyal to the United States."

To questioning about how the Commission planned to dispose of the long pending Arde Bulova case involving WNEW and WOV New York, Comr. Coy told the subcommittee "we will probably determine whether there will be a grant or renewal or a further hearing on that renewal within the next six weeks and perhaps even earlier than that."

"I will go on record as saying that I think you have done a fine job," Rep. Thomas told Chairman Coy. He continued: "The Commission has grown in 10 years, and you have jumped from about a $2,000,000 budget to about $6,500,000 which is in the neighborhood of a 325% increase. I think you have done a fine job nevertheless, and you have certainly done a difficult job. My hat is off to the Commission. . . . I think that you are as hardworking as anybody I know of in the Government service. However, I doubt if your staff and all your employes are doing anything like a comparable amount of work to that the Commission itself does, and that is one point that your planners should do a little thinking about."

BEAUTY BEVY

At NAB Convention Banquet

BROADCASTERS were welcomed to the NAB Convention banquet in the Hotel Stevens grand ballroom by a bevy of NABeauties, who displayed NBC, ABC, CBS, MBS and BMI scrolls. The beauties introduced Dorothy Shay, "Park Ave. hillbilly," currently appearing at Chicago's Palmer House; Joe E. Louis, starring at the Chez Paree, and Dick Haymes.

Lester Gottlieb, director of popular music and a talent scout at CBS, supervised the production, which also featured the Four Step Brothers, a dance act; Ben Blue, Patti Moore and Ben Lessey, in musical and comedy routines, and Lew Diamond and his orchestra.

Carl Haverlin, president of BMI, headed the planning committee, which included Morgan Ryan, manager of commercial program sales for ABC; Jack Paige, national program director of MBS; Tom McCray, national program director of NBC, and Mr. Gottlieb.

NATIONAL NIELSEN-RATINGS TOP PROGRAMS

(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES
—and including TELEPHONE and NON-TELEPHONE HOMES)
MARCH 6-12

NATIONAL NIELSEN-RATING (†)				NRI AVERAGE AUDIENCE		
		Current Rating				
Cur. Rank	Program	Homes (000)	%	Cur. Rank	Program	Cur. Rating
EVENING, ONCE-A-WEEK				EVENING, ONCE-A-WEEK		
1	Lux Theatre	11,249	29.9	1	Lux Theatre	25.6
2	Jack Benny	9,744	25.9	2	Walter Winchell	23.4
3	Godfrey's Scouts	9,218	24.5	3	Jack Benny	22.1
4	Walter Winchell	9,067	24.1	4	Mr. Keen	21.9
5	Mr. Keen	8,879	23.6	5	Godfrey's Scouts	21.5
6	McGee & Molly	8,616	22.9	6	McGee & Molly	20.8
7	My Friend Irma	8,465	22.5	7	My Friend Irma	20.8
8	Suspense	8,352	22.2	8	Suspense	20.3
9	Amos 'n' Andy	8,089	21.5	9	Mr. D. A.	19.8
10	Mr. D. A.	7,938	21.1	10	Crime Photographer	19.3
11	Bob Hope	7,933	21.1	11	Amos 'n' Andy	19.2
12	Crime Photographer	7,750	20.6	12	Stop Music (4th qtr.)	19.2
13	FBI Peace, War	7,525	20.0	13	Stop Music (3rd qtr.)	18.9
14	Stop Music (4th qtr.)	7,374	19.6	14	Bob Hope	18.4
15	Stop Music (3rd qtr.)	7,336	19.5	15	FBI Peace, War	18.4
16	Sam Spade	7,298	19.4	16	This Your FBI	17.6
17	This Your FBI	6,960	18.5	17	Sam Spade	17.5
18	Mystery Theatre	6,923	18.4	18	Mystery Theatre	16.7
19	The Fat Man	6,885	18.3	19	The Fat Man	16.5
20	Inner Sanctum	6,885	18.3	20	Inner Sanctum	16.3
EVENING, MULTI-WEEKLY				EVENING, MULTI-WEEKLY		
1	Lone Ranger	5,832	15.5	1	Beulah Show	13.6
2	Beulah Show	5,418	14.4	2	Lone Ranger	13.5
3	Counter Spy	5,267	14.0	3	Jack Smith Show	11.8
WEEKDAY				WEEKDAY		
1	Godfrey (L & M)	4,740	12.6	1	Ma Perkins (CBS)	11.1
2	Ma Perkins (CBS)	4,327	11.5	2	Godfrey (L & M)	11.0
3	Pepper Young	4,214	11.2	3	Pepper Young	10.8
4	Widder Brown	4,176	11.1	4	Widder Brown	10.7
5	Our Gal, Sunday	4,101	10.9	5	Right to Happiness	10.6
6	Stella Dallas	4,101	10.9	6	Our Gal, Sunday	10.5
7	Right to Happiness	4,063	10.8	7	Stella Dallas	10.5
8	Backstage Wife	4,026	10.7	8	Backstage Wife	10.4
9	When Girl Marries	4,026	10.7	9	When Girl Marries	10.4
10	Romance Helen Trent	3,950	10.5	10	Romance Helen Trent	10.3
11	Wendy Warren	3,913	10.4	11	Wendy Warren	10.2
12	Aunt Jenny	3,800	10.1	12	Aunt Jenny	9.9
13	Big Sister	3,800	10.1	13	Big Sister	9.8
14	Rosemary	3,612	9.6	14	Rosemary	9.4
15	My True Story	3,612	9.6	15	Lorenzo Jones	9.3
DAY, SAT. OR SUN.				DAY, SAT. OR SUN.		
1	True Detective	5,342	14.2	1	True Detective	12.5
2	Grand Central	4,891	13.0	2	Grand Central	11.7
3	Quick as Flash	4,740	12.6	3	Quick as Flash	11.5
4	Armstrong Theatre	4,515	12.0	4	Stars Over H'wood	10.7
5	Stars Over H'wood	4,440	11.8	5	Armstrong Theatre	10.6

(†) HOMES REACHED DURING ALL OR ANY PART OF THE PROGRAM, EXCEPT FOR HOMES LISTENING ONLY 1 TO 5 MINUTES.

Copyright 1949, A. C. Nielsen Co.

AD REQUISITE

Opposed in Chicago

FCC'S PROPOSAL to require public advertising of major broadcast applications would create "frivolous proceedings" and be expensive and delaying, NAB members declared in a resolution adopted last Wednesday in Chicago.

The membership asked the NAB staff to "take appropriate steps" against adoption of the Commission's plan.

The proposed new rules were issued in February [BROADCASTING, Feb. 28]. Time for filing comments extends to May 4, and the NAB legal department presumably will use this method of complying with the membership's mandate for opposition to the regulations (see separate story).

The proposed rules also provide for the establishment of 90-day cutoff dates for mutually exclusive applications.

Text follows:

WHEREAS, the FCC on Feb. 23, 1949, proposed to amend its Rules and Regulations so as to require advertising in the case of applications for (1) new stations; (2) change of frequency, power, hours of operation, antenna pattern, or move of a station from one community to another; (3) renewals of license, and (4) transfer applications, excepting those involving no substantial changes in interest or involuntary transfers due to death; and

WHEREAS, the imposition of such requirements will tend to create frivolous proceedings, unnecessary delays and expense and other serious obstacles as to the operation of radio broadcast stations and would not result in benefit to the public;

BE IT RESOLVED, that the members of the NAB, in convention assembled, express their opposition to the said proposed requirements and requests that the NAB take appropriate steps to oppose such amendment.

JOHN MIDLEN

Opens D. C. Office

Mr. Midlen

JOHN H. MIDLEN, associated with the law offices of George O. Sutton since 1945 and specializing in radio, has announced the opening of his own law office in Washington at Suite 922 Munsey Bldg. Telephone: STerling 5973.

Mr. Midlen announced that he will continue to specialize in radio and other administrative law.

Before joining the Sutton offices, Mr. Midlen served in the Army's Judge Advocate General Office from 1941 to 1945. His last assignment was in the office of the Secretary of War and he was released from the service as a lieutenant colonel.

Mr. Midlen received a BS in economics from the Wharton School of the U. of Pennsylvania and took his LLB at Georgetown Law School. From 1935 until entering the service he engaged in private practice of law in the Capital. Mr. Midlen was secretary of the Federal Communications Bar Assn. in 1947-48 and presently is a member of the committee on professional ethics and grievances for that association.

Get More Recording For Your Money

BY THE SENSATIONAL NEW

COLUMBIA

(Lp) MICROGROOVE METHOD

Savings Like This!

★ Substantially Lower Cost Per Record
★ More Program Time Per 12" Disc Than On Present 16" Record

12" Record Plays 20 Minutes, each side—
10" Plays 13 Minutes, each side.

Full Columbia Transcription Quality Maintained Throughout.

WRITE, CALL OR WIRE FOR FULL DETAILS!

Columbia transcriptions

A Division of Columbia Records, Inc.

Trade Marks "Columbia" and Reg. U. S. Pat. Off. Marcas Registradas Trade Mark

Los Angeles:
8723 Alden Drive
Bradshaw 2-2759

New York:
799 Seventh Avenue
Circle 5-7300

Chicago:
Wrigley Building
410 North Michigan Ave.
Whitehall 6000

DEFENDS FM

Medium Abused, Says Rep. Walter

"FM has been obstructed, stepped on, blocked, or ignored from the start" and obstacles to its development "might well" be investigated by the Justice Dept.'s anti-trust division, Rep. Francis E. Walter (D-Pa.) declared last Tuesday in the House.

Calling attention to what he termed an "appalling flagrant disservice to the American people—and to America's progress," Rep. Walter told House colleagues that "ever since the superiority of FM radio was first demonstrated on a field scale—in 1934—it has been beset by opposition, and it has had to go over and around road blocks."

FCC, BMB, NAB, RCA and "big interests in AM radio" all came in for a measure of the Congressman's censure, with the Commission drawing especially heavy fire.

"The Commission for ten years would assign no channels for relaying FM programs across the country. Three years ago, in an obviously stupid blunder, (it) moved FM broadcasting channels to a new band . . . thereby delaying the quantity production of receiving sets at reasonable prices for several years," Rep. Walter asserted.

Changed Attitude

More recently, however, FCC's attitude has changed and it has "even offered FM a helping hand on occasion," Rep. Walter added.

He cited a report of the Senate Interstate & Foreign Commerce Committee which stated, he said, that FCC relies too much on "engineering views of major commercial interests, and does not always balance these views against the broad public policy of what is best for the general interest of the people.

Referring to RCA, Congressman Walter said that when FM was first demonstrated in 1934, its executives "ignored it" while FCC's chief engineers labeled it "visionary and impractical."

"The big networks have opposed before the Commission the development of regional FM networks. The clear and superior reception of small FM stations would be too much competition for their high-powered AM stations," he charged.

Contending that FM facilities are subjected to a "barrage of propaganda designed to convince advertisers that their money should be spent on AM broadcasts," Rep. Walter cited a BMB survey for NAB—"AM Broadcasters"—which he said favored AM coverage by an overwhelming margin through use of faulty sampling techniques.

"The samplings were not taken in accordance with the densities of population, and the questions were so worded that the result was largely a score sheet on how distant a station a listener could get . . . rather than what stations he usually tuned. . . .

"The president and chief engineer of BMB were discharged following this survey," Congressman Walter added meaningfully. ". . . So far, neither BMB nor (NAB) has done anything to rectify the damage done by the faulty survey."

Rep. Walter also remarked that "the public has a hard time getting a good FM receiver" and quoted a radio manufacturer of AM-FM sets. He also noted the "strange turn of events, whereby in the first three months of this year, 46 FM stations have turned back their licenses" [BROADCASTING, March 28].

BMI

New Service Announced In Haverlin Report

PLANS for a BMI United Nations good will music project were announced by BMI President Carl Haverlin at the NAB Convention business session in Chicago last Tuesday afternoon.

"BMI will write and distribute to all interested broadcasters a series of musical continuities," he explained. "Each continuity will be devoted to one or more of the United Nations. Each continuity will be carefully written, submitted to the national authorities and screened for any unwelcome propaganda—leaving only the music of the world and the basic facts about each nation to speak up for peace and understanding between nations."

BMI will purchase the records and ship them to broadcasters with the continuity, at actual cost. "Let's suppose you had none of the several hundred records required," Mr. Haverlin said. "Your total cost, under the discount policy, might not be much more than $100 for a year's series, paid as the records are delivered."

The programs can be sponsored, and will be distributed abroad through United Nations delegates.

The BMI head said the project has been endorsed by representatives of the State Dept., the United Nations, the U. S. Commission of UNESCO, the NAB, the National Federation of Music Clubs, the National Federation of Women's Clubs, and other organizations.

Mr. Haverlin reported that BMI now licenses 2,543 stations of all types in North America. All but 98 AM stations have renewed their licenses a year in advance. BMI performances in 1948 totaled 14,600,000 as against 11,000,000 in 1947, and average station use of BMI music increased more than 4% during the past year, he asserted. More than 10,000 new titles were added to the BMI catalog in 1948.

BMI has saved the industry more than $81 million since its formation in 1939, he said, "as a result of the industry not being forced to accept the 7½% license contract offered it in 1940." Because of the competition provided by BMI "you now have your ASCAP and BMI contracts renewed for nine years at the same rates established in 1940," he told the broadcasters.

Television operators have "practically the unrestricted use of some 116,000 BMI compositions," Mr. Haverlin pointed out. Whereas ASCAP has TV rights in only part of the music of its members and TV use is "by special permission," he noted, BMI grants rights for AM, FM, or TV "at the same rates and under the same terms and conditions whether the broadcaster be in one or all three of these categories."

BMI, he said, "will enter its 10th year in the most healthy, most aggressive and most competitive state it has ever enjoyed."

Winter 1949

ONCE A WEEK SPONSORED NETWORK EVENING PROGRAMS—TOP TWENTY U. S. HOOPERATINGS

Rank Order		Cross-Section All U. S. Homes	U. S. Hooperating
1.	Jack Benny	9,127,999 Homes	24.26-US
2.	Radio Theatre	8,777,000 Homes	23.33-US
3.	McGee & Molly	8,777,000 Homes	23.31-US
4.	Bob Hope	8,002,000 Homes	21.27-US
5.	Talent Scouts	7,389,000 Homes	19.64-US
6.	Amos 'n' Andy	7,073,000 Homes	18.80-US
7.	Duffy's Tavern	6,934,000 Homes	18.43-US
8.	Mr. District Attorney	6,712,000 Homes	17.84-US
9.	My Friend Irma	6,704,000 Homes	17.82-US
10.	Walter Winchell	6.689,000 Homes	17.78-US
11.	Stop The Music (P. Lorillard)	6,385,000 Homes	16.97-US
12.	Suspense	6,313,000 Homes	16.78-US
13.	Big Town	6,005,000 Homes	15.96-US
14.	Phil Harris & Alice Faye	5,941,000 Homes	15.79-US
15.	People are Funny	5,922,000 Homes	15.74-US
16.	Great Gildersleeve	5,696 000 Homes	15.14-US
17.	Crime Photographer	5,655,000 Homes	15.03-US
18.	Mystery Theatre	5 651 000 Homes	15.02-US
19.	Burns & Allen	5,643,000 Homes	15.00-US
20.	Your Hit Parade	5,598,000 Homes	14.88-US

DISC STANDARDS

NAB Group Gives Approval

SERIES of standards covering recording and transcription techniques was given final approval by the full NAB Recording & Reproducing Standards Committee April 9 as the NAB Engineering Conference concluded its four-day meeting.

The standards previously had been adopted by the recording group's executive committee headed by Robert M. Morris, ABC. The full committee, meeting Saturday afternoon, brought comment on the published standards, with a number of suggestions for revision and further study. Mr. Morris was chairman of the meeting.

The committee voted in favor of studying standards for an 8-inch 33⅓ rpm record with composite groove using most common sizes of needles. The record was designed and demonstrated by James A. Miller, of Miller Recording Co., a brother of NAB President Justin Miller. The record goes to a 4-inch center.

The full committee voted to submit the standards [BROADCASTING, March 28] to the NAB board's meeting.

KOSTE NAMED

To Head New AIMS Group

JACK KOSTE, formerly general manager of Forjoe & Co., New York, will be president of Assn. Independent Metropolitan Stations, new organization being formed to represent member stations of AIMS, it was decided at an association meeting held in conjunction with the NAB Convention. New representative firm will headquarter in New York.

With seven new members enrolled during the NAB meetings, AIMS now has a membership of 32. New additions are KXL Portland, Ore.; WACE Springfield, Mass.; WNEB Worcester, Mass.; KING Seattle, WOLF Syracuse, KFMJ Tulsa and WWSW Pittsburgh.

Preliminary steps were taken toward cooperative buying of equipment by AIMS members, and an exchange of tape programs by members was discussed. It was decided each station should start preparing sample recordings. Much time at the AIMS sessions, held Saturday and Monday, was given over to discussion of topics which member stations had reported in monthly "exchange letters." AIMS has fostered the practice of each station writing a monthly letter on topics of mutual interest to metropolitan independents. Copies of each letter, written on the management level, go to all members.

AIMS, whose membership is composed of independent stations in cities of more than 100,000 population—one station to a city—is a "mutual self-help organization without officers or dues." Stephen A. Cisler, vice president of WKYW Louisville, has been serving as chairman of the group with the title of acting secretary. The association will hold its next meeting in Chicago late in the summer.

BASEBALL

Atlantic Readies Staff

ANNOUNCERS who will broadcast 616 baseball games this season for the Atlantic Refining Co. were assembled on April 12 by N. W. Ayer & Son at the Warwick, Philadelphia. They received briefing in rules, the handling of commercials, the quality of products to be mentioned on the air, improvements in broadcasting techniques and other pertinent matters.

The announcers on hand were Byrum Saam and George Walsh, for broadcasts on the Eastern Pennsylvania network originating from WIBG Philadelphia; Claude Haring for telecasts from all three Philadelphia stations, WPTZ, WFIL-TV and WCAU-TV; Jim Britt, Tom Hussey and Leo Egan for the New England radio network originating at WHDH Boston; Rosey Rowswell and Bob Prince for the Western Pennsylvania network originating at WWSW Pittsburgh; Chuck Thompson for the Baltimore Oriole games of the International League over WITH Baltimore, and Howard Hamrick who will reconstruct the most important Saturday game over WRNL Richmond.

The sessions ran from early morning breakfast through a late evening banquet. Announcers visited the Atlantic Refining laboratories at Point Breeze for first hand information on the company's products. The afternoon session on broadcasting techniques was addressed by Ford Frick, National League president; Tom McMahon, who discussed the relationship of the announcer with client, ball club and the public; Les Quailey, who spoke on play-by-play broadcasting and new TV developments; Norton Cotterill and Bob Mortensen, all of the sports broadcasting department of N. W. Ayer & Son.

Also in attendance were Douglas Arthur, WIBG, director for the Eastern Pennsylvania network; Bert Larson, WCAU-TV; Ken Stowman, WFIL-TV; Roland Tooke, WPTZ; Ed Clery, WIBG; Jean Bouillet, radio copy department of N. W. Ayer; Alex Gattes, N. W. Ayer public relations; Richard Borden, Atlantic Refining advertising manager; Frank Burke, director of consumer research; L. Laskaris, director of field research; William Schreiber, director of motor oil research, and Fred Neall, head of advertising and sales, all with Atlantic Refining.

The comprehensive schedule for Atlantic Refining's 14th season of baseball broadcasting covers all day and night home games of the Philadelphia Athletics and Phillies, Boston Braves and Boston Red Sox; all day and night games of the Pittsburgh Pirates and Baltimore Orioles. For the third straight season, Atlantic will telecast the home games of the Athletics and Phillies, using WFIL-TV, WCAU-TV and WPTZ in Philadelphia on a rotating schedule. N. W. Ayer & Son, which has handled Atlantic's broadcasts since their inception in 1936, is directing the entire program.

Programs

WCRO Johnstown, Pa., began its fishing derby April 11. Program offers over $2,000 in prizes for listeners who turn in biggest trout or bass. Special emphasis is directed toward improving relations between land owners and those who fish in inland waters. Joe Schaefer, WCRO sportscaster, conducts program, which is aired Monday and Thursday evenings.

Juvenile Delinquency

IN COOPERATION with Citizens Crime Prevention Commission Inc., WGST Atlanta, Ga., is airing series of programs based on causes of juvenile delinquency. *Freedom Road* presents, in dramatic form, what may result from over indulgent parents, neglect, community environment, companions and family antagonism. Local high schools are encouraging students to listen to the programs, and discussions are conducted following day, based on theme of program broadcast the previous evening. Series is aired Mondays, 8-8:30 p.m.

Safety Theme

NEWEST program on WKXL Concord, N. H., is *It Pays to Play Safe*. Program features three-man panel from Concord Police Dept., Safety Council, and State Motor Vehicle Dept. Trio discusses courtesies of motorists on Concord streets during preceding week, as noted by Concord policemen. Sponsor, a local insurance firm, awards courtesy prizes to motorists chosen by the judges. Program is aired Fridays at 9:30 p.m.

'Tryout Time'

NEW talent search show, *Tryout Time*, has debuted on WLWT (TV) Cincinnati, Ohio. Object of program is to discover new video talent, with weekly winner placed on other WLWT shows as guest. WLWT's sister stations, WLWC (TV) Columbus and WLWD (TV) Dayton, also are carrying show. Viewers from stations' coverage area are invited to audition. *Tryout Time* is being aired in six-week segments, with winners earning prizes each seventh week.

Television Workshop

RADIO and TV Dept. of U. of Miami, Miami, Fla., has launched series of programs on WTVJ (TV) Miami. Series, titled *UM TV Workshop*, will consist of weekly half-hour dramatic presentation. First program by group was Chekov's "The Boor."

Kentucky Derby

WAVE-TV Louisville, Ky., will telecast running of Diamond Jubilee Kentucky Derby on May 7 from Churchill Downs. Gillette Razor Co. will sponsor the direct telecast, and operation will be handled entirely by WAVE-TV's staff under direction of John Boyle.

WHAS MILESTONE

On Air From New Studios

WHAS Louisville was scheduled to begin broadcasting from new studios at 5 a.m. (CST) today (April 18) after completing almost 27 years of operation at Third and Liberty Sts., Louisville. The new studios, only partially completed, are on the fifth, sixth and seventh floors of the new *Courier-Journal* building at Sixth and Broadway.

WHAS took the air July 18, 1922, with 500 w and continued with that operation until Nov. 11, 1929, when power was increased to 5 kw. The station received authorization to operate with its present power, 50 kw, on Dec. 3, 1933.

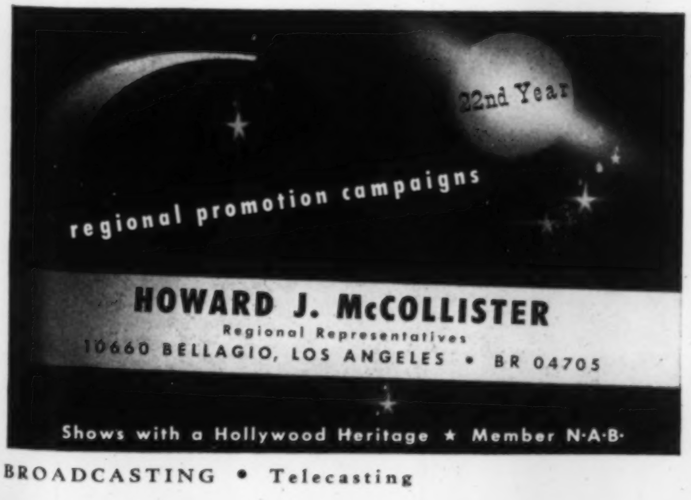
A CBS outlet, WHAS is on 840 kc. Victor A. Sholis is station director, and Barry Bingham is president of the licensee, WHAS Inc. Station is owned by the *Courier-Journal*.

NYU GETS FUNDS

For Media Study

NEW YORK UNIVERSITY has been awarded a Rockefeller Foundation grant for research in mass communications, according to Charles A. Siepmann, chairman of the Department of Communications of NYU's School of Education.

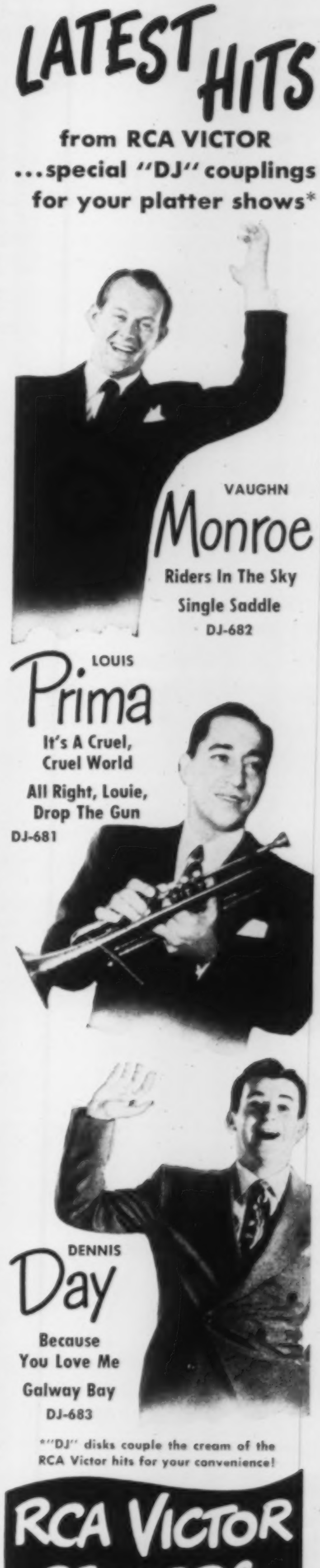
Mr. Siepmann, often reputed an author of FCC's famed Blue Book, said the research is not to be confined to radio or television and that studies undertaken will be made public on completion. As yet, the project is still in the planning stage, he said.


22nd Year

regional promotion campaigns

HOWARD J. McCOLLISTER
Regional Representatives
10660 BELLAGIO, LOS ANGELES • BR 04705

Shows with a Hollywood Heritage ★ Member N·A·B·


LATEST HITS
from RCA VICTOR
...special "DJ" couplings for your platter shows*

VAUGHN Monroe
Riders In The Sky
Single Saddle
DJ-682

LOUIS Prima
It's A Cruel, Cruel World
All Right, Louie, Drop The Gun
DJ-681

DENNIS Day
Because You Love Me
Galway Bay
DJ-683

*"DJ" disks couple the cream of the RCA Victor hits for your convenience!

RCA VICTOR RECORDS

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

California isolated 250 watt successful network station needs manager, preferably between 32 and 40 years old with business, sales, organization, all-round experience. Salary $100 weekly to start, possible opportunity later to take part ownership. Full details and picture first letter. Box 643a, BROADCASTING.

Manager. Southwest fulltime network affiliate, smaller market. Good opportunity for man who can produce local sales—and be responsible for entire operation. Full background to Box 775a, BROADCASTING.

Opportunity for right man interested in becoming manager of 250 watt going station, to take over program, do some announcing and handle matters of general nature in small station. Should be acquainted with network program. Congenial associates, pleasant surroundings, permanent situation, starting salary $75 week. Full details, highest references required. Write John L. Crawford, WCTT, Corbin, Ky.

Salesmen

Permanent sales position open for time salesman. Independent, fulltime operation in clean Massachusetts city of 60,000. Must be experienced. Commission with starting draw guaranteed. Give all details in first letter—references and photo. Box 698a, BROADCASTING.

Salesman—1000 watt fulltime network affiliate, Atlantic seaboard city, seeks experienced radio time salesman. Only one salesman now on staff. Over 300 local accounts available to newcomer. Excellent opportunity for settled man desiring guaranteed income and permanent future. Station executive head is twenty year radio veteran. There'll be careful screening and no drinkers, floaters of arm chair high pressure wonders need apply. This is a real spot for man who likes radio and knows how to sell it. Send application with full details to Box 726a, BROADCASTING.

Salesman for midwest independent station in rich market. Liberal commission. Excellent possibilities. Box 746a, BROADCASTING.

Selling sales manager with 3 to 10 years successful experience capable in competitive market in central part of south. 200,000 metropolitan population. Music-news-sports station. Commission and excellent guarantee. One of south's most progressive stations. Send complete information, references, photograph immediately. Box 773a, BROADCASTING.

A real go-getter. Capable creative sales ideas where only hard selling succeeds. Needed immediately. Midwest station. Write Box 783a, BROADCASTING.

Salesman — Experienced in constructively selling radio. Must be alert and ethical. To represent leading station, NBC affiliate, in competitive market. Send full information, references, photo, income requirements. KSEI, Pocatello, Idaho.

Excellent opening for aggressive salesman, no high pressure-excessive drinking or carousing. Graduated commission against draw, with basic guarantee to start. Full particulars of experience, picture and references to W. H. Haupt, KVVC, P. O. Box 1411, Ventura, Calif.

Salesman. Only experienced men need apply. Write giving complete details, references, etc. first letter. No floaters. Radio Station WFHR, Wisconsin Rapids, Wisconsin.

Announcers

Experienced newscaster who can write and deliver news for regional network. Salary up to $400.00. Send aircheck, photo, qualifications, references, ratings, to Box 697a, BROADCASTING.

Help Wanted (Cont'd)

Experienced announcer with first class ticket. Emphasis on announcing. Top 1000 watt daytime Texas station. Mail all background, experience, and salary expectation. Steady position. Box 736a, BROADCASTING.

Independent near Chicago needs vacation replacement announcer. Approximately three months work starting May 1. Experience, personal audition required. Apply Box 789a, BROADCASTING.

Sports announcer, play-by-play baseball, football, basketball. Central Pennsylvania. Give experience, salary requirements. Box 802a, BROADCASTING.

Need two announcers with first class licenses. Write full details to Fred Wamble, KANA, Anaconda, Montana.

We operate several stations in California's wonderful Sacramento Valley and have immediate openings for highly qualified announcers specifically with first class engineer's tickets. Top salary, grand career opportunity. Excellent climate if you think you can qualify and seek association with alert growing organization send audition disc with full announcing and engineering background and references to Lincoln Dellar, KXOA, Sacramento.

Announcer. Good all-round man with best references. Interested potentialities rather than experience. Base plus talent opportunities attractive. No audition material returned. J. D. Swan, WCAX, Burlington, Vermont.

Immediately — Combination man for network station. Send salary requirements, background and disc. WMLT, Dublin, Georgia.

1000 Watt Mutual daytime affiliate desires experienced announcer. Apply in person to WTOB, Winston-Salem, N. C.

Technical

Wanted—Engineer for 10 kw FM transmitter 10 miles from city. Apartment provided. Single man can save good part of salary if he desires by doing own cooking. Car desirable. Give complete details first letter. Box 641a, BROADCASTING.

Engineer-announcer wanted at once. Highest salaries paid in South Carolina. Answer Box 764a, BROADCASTING.

Chief engineer who can do some announcing. Excellent future with progressive organization. Car needed. For further details contact Fred Wamble, KANA, Anaconda, Montana.

Engineer—First class ticket, experienced or inexperienced to be added to complement of 250 watt daytime station in west Texas. Average less than 40 hours per week. Guarantee top salary for right man. Write manager, KPET, Lamesa, Texas.

Mutual affiliate needs combination engineer-announcer about June 15. William T. Kemp, KVER, Albuquerque, New Mexico.

Wanted—Highly qualified engineer of sufficient proven technical ability to install five kilowatt directional station and assume chief engineer's position thereafter. Definitely prefer person who additionally has good announcing voice. Able to take limited announcing shift. Top salary excellent career opportunity with alert growing organization located in California's Grand Sacramento Valley. Send announcing audition disc and complete engineering background and references to Lincoln Dellar, KXOA, Sacramento, Calif.

Experienced, qualified combination man with first class ticket wanted. Send audition disc of voice and full record of abilities. Single man preferred. Salary $200.00 per month for forty hour week. Write or wire Chief Engineer, KVOC, Casper, Wyoming.

Help Wanted (Cont'd)

Wanted—Engineer for AM-FM network affiliate. Wire WFNC, Fayetteville, North Carolina.

Combination man, first phone wanted. Send audition disc and reference. WMBL, Morehead City, N. C.

Production-Programming, others

Newscaster & editor, prefer man between 35 and 45 with newspaper reportorial background. Will be given full responsibility for newsroom of top network affiliated station in midwest city. Salary commensurate with ability. Include with application and audition transcription, recent photograph and complete resume of experiences plus list of references. Box 779a, BROADCASTING.

National service organization will train young lady with small station experience to write for radio advertising service. Beginner with originality, imagination and good English background preferred. Pleasant working surroundings, ideal living conditions. State age, qualifications, salary required in first letter. Box 800a, BROADCASTING.

Wanted—Combination program director and announcer for top 1000 watts, Texas station. Write giving full particulars about yourself and experience, salary desired and photo in first letter. Box 805a, BROADCASTING.

Mutual affiliate needs man or woman as secretary to owner. Heavy volume of traffic, programming, and shorthand. Strictly not an easy job. Hard work. Long hours. No air work. Will consider GI trainee. Assistant managership promised if ability displayed. William T. Kemp, KVER, Albuquerque, New Mexico.

Continuity man—Here's where punch pays off. Long established 1000 watt network station has immediate opening for experienced "borax" commercial writer. Salary commensurate with ability. Send qualifications, sample copy and photo to WFDF, Flint, Michigan.

Situations Wanted

Managerial

12 years experience in rural, urban and mixed markets. Veteran, three college degrees 30 years old, aggressive. Will serve as combination manager-program director-commercial manager of your independent operation. Have successfully tested direct air sale plan. Prefer station that is in red or one in tough market. Box 267a, BROADCASTING.

Successful manager—Ten years manager network affiliate plus broad experience all departments. Dependable career man. University graduate. Box 616a, BROADCASTING.

Present sales manager of dominant NBC station in midwest, seeking a new location for personal reasons. Twelve years with outstanding stations. Will consider manager or sales manager position of good operation. Unless position pays over ten thousand dollars per year, don't bother to answer. Box 741a, BROADCASTING.

Manager—Assistant manager-program director wants managership preferable competitive market where results mean something. With eight years radio experience, have the "know-how" to create bigger sales, good will, etc. Top references. Bonus feature—Agency account executive experience. Box 754a, BROADCASTING.

Executive—Management and/or sales now available. Last five years, until sales underwritten, general manager and sole salesman. Nationally known transcription library. Please give complete details in first letter. Box 755a, BROADCASTING.

Manager—Twelve years radio. Thoroughly experienced all departments. Put present operation on air. Family man. Good references. Box 765a, BROADCASTING.

Have doubled station income to $6000 per month on daytime station in face of extreme competition. That's my record. What's your offer? Work under contract only. Box 776a, BROADCASTING.

Situations Wanted (Cont'd)

Attention Illinois, Indiana, Michigan or Ohio. Money maker, civic minded, sell and announce. Know big and small markets. 29. Desires change. Box 803a, BROADCASTING.

Salesmen

Transcription salesman available New England. New York State. Wide acquaintance, excellent selling record. References. Further details upon request. Box 743a, BROADCASTING.

Salesman, 28 years old, married, no children. 3 years experience, now employed wants longer market. My employer knows of this ad. Would like some announcing duties on the side. Prefer Florida or midwest. Box 785a, BROADCASTING.

Announcers

Announcer, 22, single. Experience with network, double on continuity. Know board. Prefer Texas station. Box 510a, BROADCASTING.

Experienced announcer, scriptwriter. Specialize in adlib. Disc shows, audience participation, sports, comics, etc. Available immediately. Transcription, photos, scripts and references upon request. Box 609a, BROADCASTING.

Announcer - writer - producer, 5 years top experience. Congenial, conscientious, versatile. Box 640a, BROADCASTING.

Announcer, 27, married, dependable all-round announcer, good sportsman. Clear projecting voice. Box 683a, BROADCASTING.

Displaced person, marooned deep in Dixie, wants emancipation. Topnotch announcer, first class license, capable technician. 2½ years with network affiliates. Versatile, stable, married. References from present employer. $75.00. Box 684a, BROADCASTING.

Morning man. 7 years. Lively. 25. Family. 50 kw exp. Box 685a, BROADCASTING.

Announcer, married, thorough experience on network and independent stations, also experienced as operator, top newscaster, disc jockey, west preferred. Box 686a, BROADCASTING.

Announcer — Music director-librarian. Network, independent experience. Good music adlib, disc jockey. Personable, 26, single, radio-music degree, references. Box 700a, BROADCASTING.

Sportscaster—Experienced all play-by-play. Also experienced all phases general announcing, news, special events. Box 761a, BROADCASTING.

Harken! Announcer available—Unintelligent, unambitious, undependable. Large remuneration, short hours. Box 730a, BROADCASTING.

Combination man—First phone license. Eight years announcing experience. Now employed by CBS affiliate. Married. Salary expected $75.00 per week. Box 732a, BROADCASTING.

Two announcers—Young, single, experienced and school. Team or singles. Box 733a, BROADCASTING.

Announcer, twenty-two. Thoroughly experienced in every phase of broadcasting. Box 734a, BROADCASTING.

Announcer—3 years experience, all phases. Desires to finish college. Available GI Bill. Box 738a, BROADCASTING.

Announcer, young man, 24, natural adlib, trained in all phases. Have ambition, ingenuity and ideas if needed. Experienced. Prefer midwest but will accept other locations. Box 742a, BROADCASTING.

Announcer—Experienced. Presently employed. Desires advancement with large progressive station. Box 744a, BROADCASTING.

Sincere young announcer—major experience, 5000 watt, CBS affiliate, all fields. Looking to future. Desires setup with present and future, commensurate with ability, efforts extended. Box 747a, BROADCASTING.

Announcer—6 years all-round staff net and independent seeks position with large operation with future. Top on mornings. Mail to prove. Box 806a, BROADCASTING.

Announcer—Experienced, excellent reference, college, disc jockeying specialty, prefer east. Box 807a, BROADCASTING.

Situations Wanted (Cont'd)

Young woman, excellent air voice for women's programs, adlib, dramatic shows, also writer, desires permanent position with progressive organization. Several awards, local and national, attest her talent and ability. Box 748a, BROADCASTING.

Announcer—Seeks permanent position. Go anywhere. Good voice, versatile. No practical experience. Graduate leading radio school. Salary no object. Start with veteran's training if desired. Box 750a, BROADCASTING.

Experienced all types announcing, some production. Young, single, versatile. Specialty news, writing and editing. Good voice and background. Top references. Minimum salary sixty dollars. Prefer metropolitan area. Box 751a, BROADCASTING.

Two announcers, single, desire staff jobs, preferably midwest. Will consider others. Write, produce own shows. Experienced working together, both writing and announcing. Box 752a, BROADCASTING.

Young man, 2 years of college. 10 months broadcasting school. Desires job as staff or sports announcer. I've played class D, also AA baseball. Disc and photo on request. Will start with small salary. Willing to travel. 2 weeks notice. Box 756a, BROADCASTING.

Announcer—Now pd—announcer net affiliate. Desire change to larger, more progressive market. Experienced adlib dee-jay, production, direction. Box 759a, BROADCASTING.

Announcer — Thoroughly trained all phases. Desire opportunity to gain experience. Disc available. Box 763a, BROADCASTING.

Eight years behind the sports mike. Four years class A baseball and all sports play-by-play. Looking for good sports station. Prefer independent. Immediate action. Box 778a, BROADCASTING.

Announcer—disc jockey. Available two weeks notice. Consider all offers. Box 760a, BROADCASTING.

Experienced commercial announcer with topflight voice and sellability. Strong on newscasting, all-round, consistent performance. Exceptional background and character, thorough reliability. B.A. Degree, NBC Institute training in news and announcing. Looking for promising future with prestige station in southeastern metropolitan market. Presently employed by 5 kw network affiliate in southern city, but desire greater opportunity. Native southerner. For audition disc, write Box 786a, BROADCASTING.

Announcer available immediately. Specialize in music shows, both popular and classical. Former professional musician. Experienced in news, commercials, production, interviews, etc. Just left 5 kw ntw. affl. Box 787a, BROADCASTING.

Hold it—Announcer, experienced in commercials, newscasting, continuity, some boardwork. Graduate foremost announcing school Radio City, N. Y. Single, young, veteran, will travel. Salary secondary to opportunity. Disc available. Box 790a, BROADCASTING.

Your man ever up a tree? This man isn't. Young, single veteran. Trained all phases. Strong news, commercials, DJ sports, special events. Able to turn out real selling copy. Some control board experience. Graduate leading announcers school, Radio City, N. Y. Capable, dependable, no floater or bottle chaser. Eager to please, and ambitious. Salary not as important as opportunity. Available, will travel. Disc upon request. Box 791a, BROADCASTING.

Spring is here, and here is your opportunity to obtain announcer experienced in newscasting, commercials, continuity, DJ, and console. Graduate of leading announcing school, Radio City and leading dramatic school, Carnegie Hall, N. Y. Three years theatre experience, young, single, reliable veteran. Does not drink. Opportunity before salary. Box 792a, BROADCASTING.

We all want to make money! My past record is proof that I can make money for you too in the form of increased accounts as well as sky-rocket your listening audience. Good radio voice. Inviting personality disc jockey shows. Excellent rated authoritative newscasts. Will furnish references to prove each statement in this advertisement. Thoroughly experienced, 23 years old, unmarried. Let's get together so we both can make money. All replies immediately answered so get that letter off now. Box 795a, BROADCASTING.

East only. Versatile, veteran staffman. Also capable writing and delivering authoritative newscasts. University graduate, congenial personality, presently announcing metropolitan affiliate. Disc on request. Box 798a, BROADCASTING.

Attention Illinois, Indiana, Michigan or Ohio. All-round announcer, plus play-by-play, and sales ability. Interested in making a change. Box 804a, BROADCASTING.

Young ex GI with some experience would like announcing or copywriting job with small progressive station. Will send disc, sample copy, and reference if desired. Write or wire Box 66, Milltown, Wisc.

Experienced announcer, go anywhere, interested opportunity more than salary, good adlibbing man, disc jockey and newscaster. Experience gained large middle west city. Please write or call Bill Ivey, 207 Ave. B., Burkburnett, Texas.

Announcer, 27, single. Experienced two local stations, announcer Mutual affiliate. Can run board. Specialize sports, good music. Desire 100 mile radius Wash., D. C. John S. Low, 1711 18th St., N. W., Washington 9, D. C. DUpont 6447.

Ambitious announcer desires permanent staff job. Age 23. Will handle all types of shows. Address replies or phone to Steve Smigla, Stanley, Wisconsin.

Technical

Engineer-announcer. First phone. Sober, reliable. Family man. Good references. Available approximately May 15. Housing essential. Box 711a, BROADCASTING.

Engineer now employed desires change with possibility TV. Thoroughly experienced AM-FM xmitter, studio, recording. All inquiries answered. Box 735a, BROADCASTING.

Experienced engineer, one year 10 months, 250 watt station. Prefer station going into construction or progressive station. Box 749a, BROADCASTING.

Engineer — Construction, installations and operation. Construction experience on AM, FM and UHF. Will travel. Desire new installation with future. Minimum, $60. Box 758a, BROADCASTING.

Engineer—Single, 21, graduate of two radio schools. Nine months broadcast experience. Will travel. Available immediately. Box 768a, BROADCASTING.

Ten years background. Four years broadcasting AM, FM, studio, transmitter, operating, installation. Three years AAF communications. Two years electronic development. First class phone license. Prefer job as chief. Box 772a, BROADCASTING.

First phone vet seeks engineer position midwest. Graduate good school. Box 782a, BROADCASTING.

Engineer mountain FM plant in SE wants change. Available on short notice. Married man, no car, housing essential, requires about $75.00 minimum. Box 796a, BROADCASTING.

Engineer—8 years experience. Construction in 250-5000 watts. Permanent, sound proposition only. Married. Box 801a, BROADCASTING.

First phone, second telegraph, young, 1½ years experience marine radio officer. Desire broadcast position. Will travel, single. Box 305. Grand Central Station, New York City.

First phone engineer desires position with broadcast station. Single. Available immediately. James E. Burns, Emmetsburg, Iowa.

Engineer with first phone desires location southern United States. Eight months experience in operating fully equipped broadcast studio. Experience in all phases broadcast engineering including building, repairing broadcast transmitters. Charles A. Gorday, 811 Evergreen St., Jackson, Mississippi, Telephone number: 3-2043.

Operator, first license, four years general broadcast experience. Want transmitter job. Age 30. Single. Location not important. Available immediately. Lewis Sherlock, Box 1161, Plainview, Texas.

Engineer, 15 years experience broadcasting and communications. First phone, First teleg. licenses. Know operations and installation both services. Nearing completion large installation abroad. Interested further assignment foreign or New York area. Ex-Navy R. E. Box 808a, BROADCASTING.

Production-Programming, others

Program or operations manager — Unusual qualifications. Twenty years experience all departments including management. Well worth an inquiry. Box 617a, BROADCASTING.

Audience researcher, 33. Excellent personality. Five years internal-external survey experience. NBC trained, Broadcast Measurement Bureau, former employer. Columbia University educated. Box 647a, BROADCASTING.

Newscaster-editor. Nearly 10 years of newspaper and radio reporting. With 50 kw. News director, 5 kw, college graduate. Want position where good news coverage, writing, and broadcasting are important. Box 654a, BROADCASTING.

Program Director available same or comparable position eastern metropolitan station. Over six years experience, top references. Box 745a, BROADCASTING.

Continuity chief. Program and promotion minded. Writes selling copy, strong shows. Now earning $75. Prefers east. Family man. Box 780a, BROADCASTING.

Program director—5000 watt net affiliate. Mature. Desires position larger field, or manager small station. Thoroughly experienced all phases. Staff, sales, production, announcing. Employed. Available July 1. References. Box 757a, BROADCASTING.

Program director. Ten years radio. now administrative and program director successful independent with top independent Hooper in 25 station AM, FM, TV market. Good reason for change. Box 762a, BROADCASTING.

Program director—Successful record as producer, program, prestige builder. Civic minded family man. Box 766a, BROADCASTING.

Program director-announcer. 4½ years experience in highly competitive small market. Family man wanting position with future. Programs successful saleable, listenable, able to make station integral part of community. Best personnel relations. Top announcing voice. Any type program. Own specialty programs. Presently employed. Starting salary $75, top references. Box 769a, BROADCASTING.

News editor-writer. Thirteen years radio, newspapers, press services, basic TV. Employed by major station, married, veteran, university graduate. References. Box 777a, BROADCASTING.

News editor—Experienced in covering, writing and delivery. On the spot with tape. Special events. Good references. Box 767a, BROADCASTING.

Continuity director. Wants full responsibility. Advancement opportunities. Strong programming knack. Box 781a, BROADCASTING.

Special events and newscaster available September 1st to 5 kw or better station offering salary and opportunity commensurate with exceptional voice and ability. Box 784a, BROADCASTING.

Program director-announcer specializing in sports. Seven years experience. Knows business. References, disc available. Box 793a, BROADCASTING.

Experienced copywriter with 5 kw regional net station. Highly commercial. Also nwsp. and radio news background. Single, vet, 28, Univ. grad. References. LeRoy Bannerman, Whiteville, N. C. Tel.: 3493.

Idea team. Radio and television. Presently employed. Woman—competent director women's programs, continuity, traffic. Man—producer-director, experienced all phases. Box 794a, BROADCASTING.

Experience cheap? Neither is versatility and ability. Expert in independent and network operations since 1941. College background. Presently located in New England as announcer. Publicity director. Personable. Programming, editing, reporting, comedy, sports color, etc., incentive or talent plan helpful. Available soon for radio and/or television. All replies acknowledged. Box 799a, BROADCASTING.

Experienced radio newswriter. Newspaper plus 5 kw newspaper station background. Know production techniques. Single, vet, 28, jour. degree. References. LeRoy Bannerman, Whiteville, N. C. Tel.: 3493.

Television

Production-Programming

Attention TV stations—girl experienced in commercial radio writing, traffic and promotion wishes TV chance. Box 797a, BROADCASTING.

Salesmen

Here's a winning team—Two recent television workshop graduates desire sales positions with TV organization. Strong TV background plus extensive sales, merchandising and advertising experience. A smooth team that will produce results. Prefer N. Y. area but will relocate. Box 731a, BROADCASTING.

Technical

Television transmitter engineer. Experienced maintenance, operation, installation. Also TV studio and microwave experience. Excellent AM, FM background. Desire TV supervisory position or chief new station. Minimum $5000. Available two weeks. Box 788a, BROADCASTING.

For Sale

Stations

Minority or controlling interest, thriving independent central Pacific Coast 250 watter, beautiful building, grounds, city site, apartment in connection, CP 1000 watts forced sacrifice. Box 722a, BROADCASTING.

For Sale—Well established, profitable combination 1000 watt AM and FM station in exclusive and prosperous 50,000 population market of industry and agriculture. Ideal operation. Box 770a, BROADCASTING.

For Sale—Well established independent station midwest market. Will finance. Box 771a, BROADCASTING.

Equipment, Etc.

Lehigh 170' tower will support television or FM antennas—4 tower lights, beacon, flasher, everything new. Box 520a, BROADCASTING.

G. R. 916a **RF** bridge like new, Ferris 22A signal generator with Ferris 450B amplifier. Box 702a, BROADCASTING.

1 Scott Dynamic noise suppresser type 910-AB. In excellent condition. Highest offer takes it. Box 737a, BROADCASTING.

For Sale—101C Federal field strength meter, 1C WE frequency deviation monitor, 731A General Radio modulation monitor. Address Box 774a, BROADCASTING.

For sale—Three sets Universal pickups —RCA MI 4875G plus 3 replacement heads. All new condition. $600. complete. Sig B. G. Cunningham, KLOK, San Jose, Calif.

Tower, self supporting, 179 feet, Blaw-Knox, used, good condition with lighting equipment. WOSH, Oshkosh, Wisconsin.

Wanted to Buy

Wanted—1 kw late model AM transmitter. State all details. No composite job. Box 624a, BROADCASTING.

Tower & ground. 280 ft. unguyed, heavy duty. State condition, location, price, type, weight, etc. Also copper ground strap wire, and screen. Also wanted, oscilloscope with 4 megacycle vertical amplifier. KFEL, Albany Hotel, Denver.

Employment Service

Spring house cleaning Mr. manager? Clean with our qualified personnel. No rubbing them off. RRR-Radio-TV Employment Bureau, Box 413, Philadelphia. Openings: Announcer-deejays, salesmen, copywriters, announcer-technicians. Top locations—top salaries.

Station owners—We can furnish experienced radio executives, general managers, commercial managers, sales managers, program directors — with proven backgrounds. Tell us your needs. Wilson Employment Service, Union Commerce Building, Cleveland, Ohio.

(*Continued on next page*)

Help Wanted

Salesman

Time Salesman Wanted. 23 year old mid-western regional CBS affiliate has opening for an above average time salesman. The man we are looking for wants to become a permanent part of a fine community. He is aggressive but not high pressure. He is experienced in solid selling and servicing. He will have the advice and assistance of an experienced program staff. However, he has the ability to originate and sell sound, practical radio advertising. If you think you are the man we want, we offer you an unusual opportunity with better than average compensation. Write or wire your qualifications and references and an interview will be arranged. **Address Walter Rothschild, Station WTAD-WTAD-FM, Quincy, Illinois.**

Production-Programming, others

WANTED

PROGRAM DIRECTOR-ASST. MGR.

Young, married man who has come up through announcing, writing, news, special events. Great opportunity, top working conditions. Complete background, references, photo, disc, first letter.

WRITE

Robert W. Dumm, Gen. Mgr.
KNOE-NBC
Monroe, Louisiana

5000 WATTS FULLTIME—
60 DAYS

For Sale

Equipment

Western Electric 1 kw, 503 B-2 FM transmitter, complete with crystal for 100.3 Mc. operation and two complete sets tubes, as delivered from factory never uncrated. Immediate delivery at less than list price. Also, Western Electric 5A monitor.

BOX 729a, BROADCASTING

For Sale

278 ft. Wincharger heavy duty tower dissembled on ground—$1500.00.

Contact *WINZ*
Miami Beach, Fla.

For Sale (Cont'd)

FOR SALE

1 two fifty watt General Electric FM transmitter, type 4BT-1T. 1 set of new tubes for same. 1-BM-1A General Electric FM frequency and modulation monitor. 1 set of new tubes for same. One General Electric 1 bay circular antenna. One General Electric matching section. 80 feet ⅞ inch coaxial cable. One coaxial pressure gauge with relief value. Four ⅞ inch coaxial straight couplings. One 90 degree angle with copper extensions. *The above equipment for sale FOB, KGKL, San Angelo, Texas, for $4,250.00.*

School

STATION MANAGERS!

Need Trained Personnel?

BROADCASTERS!

Want a Refresher Course?

BEGINNERS!

Want to be a broadcaster?

THE NATIONAL ACADEMY OF BROADCASTING, INC.

3338 16th Street, N. W.
Washington 10, D. C.

Residence and Correspondence School

NATIONAL ACADEMY OF
BROADCASTING. Dept. 111
3338—16th St., N.W.
Washington 10, D. C

Please send information concerning

☐ Correspondence ☐ Residence Courses.

Name..............................

Address..............................

City....................State.........

NETWORK STATION FOR SALE
IN NEW YORK STATE

One station market * Good Earnings * Reasonably Priced * Financing can be arranged * Market not affected by television.

Box 701a BROADCASTING

RELIGIOUS RADIO

Chicago Meet Planned

FIRST evangelical radio forum will be held Wednesday and Thursday (April 20-21) in Chicago under the sponsorship of the National Religious Broadcasters Inc., Dr. Theodore Elsner of Philadelphia, president of the religious broadcasters group, announced last Monday. The forum is being conducted in conjunction with the annual convention of the National Assn. of Evangelicals meeting in Chicago this week at the Congress Hotel.

The forum panel, according to Dr. Elsner, will include Robert Saudek, vice president and director of the Public Service Division of ABC, speaking on "The Ten Commandments of Religious Broadcasters"; Elsie Dick, director of education, women's and religious activities for MBS, "Who Is Really Listening to You"; and Robert Hudson, CBS director of education and opinion broadcasts, "Radio in a Democratic Society."

The National Religious Broadcasters Inc. is composed of 150 religious broadcasters throughout the country. It is affiliated with the National Assn. of Evangelicals, whose membership is composed of representatives from 35 denominations and some 600 non-denominational churches, Dr. Elsner said.

STAFF of WIDE Biddeford, Me., has been awarded citation by Disabled American Veterans for " . . . Exceptional and Meritorious Conduct In The Performance Of Outstanding Service For The Disabled American Veterans."

Miscellaneous

REGIONAL
MANAGERS (2)

Fastest growing National Organization, whose promotional campaigns are familiar and ENDORSED BY MORE THAN 300 STATIONS COAST TO COAST, can use successful DISTRICT SALES MANAGERS.

Thorough knowledge of co-sponsored sales methods, plus ability to hire and train salesmen, ESSENTIAL!

To qualified producers, after brief training period (without loss of revenue), can compare earnings of our PRESENT MANAGERS from **$7500** to **$10,000** commission yearly!

All replies strictly confidential.

Box 905, Broadcasting

The Department of Purchases of the Board of Education, City of Chicago, will receive bids for the sale of the following equipment:

1—GE 1000 watt, type GF-101-B Frequency Modulation Transmitter, consisting of 250 watt exciter and 1000 watt power amplifier, complete with tubes and crystals for 42.5 mc operation

1—GE Single Bay Circular Antenna

1—Andrew Company, impedance matching unit

1—GE Frequency Modulation station monitor, complete with tubes and crystal for 42.5 mc operation

1—Gates model 30 speech input console, walnut finish, complete with tubes and power supply

2—GE type 69G367 voltage stabilizers, 3 kva, 230-250 volts, single phase

33—miscellaneous tubes for transmitter

14—miscellaneous tubes for monitor

18—miscellaneous tubes for console

125 feet used ⅞ inch coaxial cable

This equipment has been used by station WBEZ for approximately five years, but it is in excellent condition and suitable for immediate installation. Equipment is in storage, 41st floor, 79 W. Madison Street, Chicago. Inspection of equipment may be arranged through the Division of Radio, Board of Education. Buyers shall take delivery of equipment at storage location, and arrange for removal from building. All equipment will fit freight elevators. Address bids to John E. Beardmore, Director of Purchases, Board of Education, 228 N. LaSalle St., Chicago, Ill.

'THE GRANGE FORUM'

Washington State Group Gives Its Views

WHEN a farmer tells a city feller something, that's news—except in the State of Washington, where it's been happening every week for seven years now. Since 1942 the Washington State Grange has been on the air regularly with public affairs programs of various types, and the current series—*The Grange Forum*—has been running on eight stations since Aug. 10, 1945.

Described as the sole example of a Grange organization consistently using radio commercially, the *Forum* has a simple format. It was developed by John L. King, Washington Grange director of radio and research, in conjunction with the agency, Advertising Counselors Inc., Seattle. Noel Schram is account executive.

The program, which is currently running on a combined time and production budget of $11,500, involves a weekly discussion, largely ad-lib, on a subject of current interest and importance. It's as broad as that, and in the past has covered such widely varied topics as soil conservation, universal military training, school finances and life in the State Penitentiary.

With Mr. King as moderator, *Forum* participants have included not only state celebrities and regional authorities but such national figures as then-Secretary of Agriculture Clinton P. Anderson; Albert S. Goss, master of the National Grange; Brigadier General Herbert C. Holdridge, and U. S. Congressmen Walt Horan, Walter B. Huber, Henry Jackson and Hugh B. Mitchell.

Transcribed by John Keating Co., Seattle, the *Grange Forum* is heard regularly on KIRO Seattle, KPQ Wenatchee, KIT Yakima, KUJ Walla Walla, KWSC Pullman, KNEW Spokane, KWLK Longview and KVAN Vancouver.

Basic purpose of the show is to express the Grange's interest in developing a diversified economy in the state, plus the farmer organization's philosophy that labor, industry and agriculture must work together. The Grange reports that fan mail, including suggestions of topics for future consideration, runs about 90% from city dwellers.

Typical of listener enthusiasm for the show was a recent letter from Lady Willie Forbus of Seattle, in which the former State Senator commented:

"I find myself unable longer to restrain a growing impulse to write you expressing my personal appreciation for the enlightening and popular forums. . . . The farmer profits in the same proportion as the city dweller by the promotion of industries in his area, the increase of payrolls, good labor relations, and shifts of population. . . . The natural instrument to achieve these ends is the radio forum, for by this personal means he can talk to the non-farmer, the non-Granger and the city dweller; he can exchange ideas and broaden his own vision, and at the same time that of his fellow-man. I commend you for the wide range of your radio subjects and the sustained interest you provide for your listeners."

CUBAN AWARD

McCann-Erickson Gets Prize

CUBAN radio's most coveted prize has been awarded to the Havana office of McCann-Erickson in the annual advertising competition of the Associacion de Anunciantes de Cuba, for *Esso Rinde Honor al Merito*, sponsored by Esso Standard Oil Co. of Cuba. The program was honored as "the greatest contribution to Cuban radio during 1948."

Corn Products Refining Co.'s *El Destino Esta en Sus Manos*, a daily soap opera, was named as second-best daytime serial, and is likewise written and directed by McCann-Erickson.

Discussing a forthcoming broadcast of The Grange Forum *are (l to r) King County Juvenile Court Judge William G. Long, Mr. King and Henry P. Carstenson, master of the Washington State Grange.*

NEWFOUNDLAND

Station Calls Are Changed

STATIONS of the Newfoundland Broadcasting Corp. had their call letters changed on April 1, when Canadian Broadcasting Corp. took over operation of the stations, as a supplementary group to the Atlantic region of the Trans-Canada network. VONF St. John's is now CBN; VORG Gander is now CBG; VOWN Corner Brook is CBY; and a new 1 kw outlet at Grand Falls, CBT, will be on the air at end of this month. The move coincided with Newfoundland becoming Canada's tenth province.

Commercial network programs started on the Newfoundland group on April 1, with the *Toronto Symphony Concert* (Robert Simpson Ltd., Toronto).

Other network programs carried now on the Newfoundland stations are *Arthur Godfrey Talent Scouts* (Lipton's Tea), *NHL Hockey* (Imperial Oil, Toronto), *Lux Radio Theatre*, *Canadian Cavalcade* (Borden's Milk), and the following Monday-through-Friday programs: *Breakfast Club* (Swift Canadian), *Big Sister*, *Life Can Be Beautiful*, *Ma Perkins*, *Pepper Young's Famly*, and *Right to Happiness* (Procter & Gamble), and *Laura Limited* and *Aunt Lucy* (Lever Bros.).

NAB BOARD REUNION

Former Members BMI Guests

SOME 75 NAB board members and presidents who served between 1939 and 1949 were guests of BMI at an informal dinner gathering April 9 at the Ambassador Hotel in Chicago. Spokesmen indicated the dinner may become an annual event.

BMI President Carl Haverlin termed it a form of "salute to an industry which provided such repsentative men who, whether they served on the board offering close liaison between NAB and BMI or through district meetings, gave their whole-hearted cooperation."

BROADCAST MANAGEMENT *CONSULTANTS*

"not a luxury for the few but an aid for the many"

Now Hear This—Now Hear This, all station managers and owners report to Broadcast Management Consultants for greater net profits.

Stand By For Ram—Stand By For Ram, we can Ram and Sink your operating costs.

Stand By To Abandon Ship—Stand By To Abandon Ship. To abandon your ship or station is just plain silly when Broadcast Management Consultants can salvage and repair for greater profits. We produce results or we don't get paid.

(Contact our executive offices for details without obligation.)

BROADCAST MANAGEMENT CONSULTANTS

SUITE 442 • 20 N. WACKER DR. • CHICAGO 6, ILLINOIS

EXCLUSIVE NEW ENGLAND DAYTIME STATION
ONLY $10,000 DOWN; $30,000 FULL PRICE

A 1000-watt daytime only radio station which went on the air five months ago. . . . The only outlet in a prosperous New England community, with over 30,000 population and retail sales in 1947 in excess of $33,000,000. . . . All new Gates equipment installed. . . . The station is presently operating at a loss. . . . The owners desire to sell because they believe that the unsuccessful financial operation is due to their lack of experience. . . . Sales Price set at $30,000, free and clear of all liabilities. This price includes accounts receivable and any prepaid expense items, such as insurance. . . . $10,000 is the minimum acceptable down payment, with mutually acceptable terms to be arranged on the balance.

SMALL PROPERTIES DIVISION
THE SMITH DAVIS CORPORATION
Smith Davis, President — Albert ZugSmith, Exec. Vice-Pres.
317 South Sixteenth Street — Phone KIngsley 6-1132
Philadelphia 2, Pa.

The Swing is to WHB in Kansas City
10,000 WATTS IN KANSAS CITY
WHB AM FM
Represented by JOHN BLAIR & CO.
DON DAVIS, President
JOHN T. SCHILLING, Gen. Mgr.
MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

Send

Me

NAME

ADDRESS

CITY ZONE STATE

ONE YEAR AT $7.00
TWO YEARS AT $12.00

I Enclose $________

Please Bill Me ☐

mail to BROADCASTING TELECASTING
870 Nat'l Press Bldg., Wash., D. C.

BROADCASTING
TELECASTING
Alfred I. du Pont
AWARD

Promotion

TO PUBLICIZE its *Eddie Newman Show*, WPEN Philadelphia has gone into the "giveway" business. As night club patrons leave various clubs around city, hat-check girls give away imitation WPEN records the size of a half-dollar. Quick spin of discs gives a resume of program. Another promotion stunt is WPEN's "funny money" in one and ten cent denominations, which Sun Ray Drug Stores in Philadelphia are distributing with customers' change.

'Name My Puppy'

COMPETITION between four WOL Washington personalities, Art Brown, John Ball, Mike Hunnicutt and Bob Knight, was getting sharper as their "Name My Puppy" contest drew to a close. Each of men had a pedigreed cocker spaniel to give away to four persons choosing winning names. Result of contest has been a friendly competition for mail among the personalities. No entry boxtops or other restrictions were required. Each of four conducted his contest in manner he thought would draw maximum response; all made special personal appearances in Washington with their dogs. Entry deadline was midnight April 16, and winners will be announced by WOL April 25.

Watch Time

IN CONNECTION with Benrus Watch Co.'s sponsorship of time signals on KSTP-TV Minneapolis, station has distributed small promotion piece encouraging Benrus dealers to capitalize on firm's television advertising.

Silverware

SILVER-PLATE butter spreader aids WIBW Topeka, Kan., in its latest promotion folder. Outside cover shows silver rolling into a cash register with message that it "puts more silver* in cash registers (*Greenbacks, Too!)." Inside of folder gives station's sales message and carries real butter spreader, with note that more are available by mailing enclosed order card. Theme of message is "When WIBW spreads sales messages, Kansas people listen . . . and *buy*."

File Folder

FILE folder giving complete and detailed information about WWVA Wheeling, W. Va., has been distributed by that station. Folder is made of heavy cardboard and is constructed to fit into regular file case. Inserted in folder is information on population, radio homes, retail outlets, retail sales, cities and towns, farm audience and rates and coverage map plus talent data.

Slogan Contest

NINE radios will be awarded winners in WDET-FM Detroit's slogan contest. The UAW-CIO station wants a catchy station identification selected by its listeners. First prize is $240 AM-FM console radio-phonograph combination. Second, third and fourth prizes are $80 AM-FM table model radios, and next five winners will receive $60 table model radios. Contest closes on May 13.

Personnel

RALF BRENT has been named sales promotion manager at WBBM Chicago after working as station manager of WGYN (FM) New York.

DAVID KIMBLE of NBC Chicago advertising and promotion staff has been appointed second lieutenant in Illinois National Guard Medical Service Corps. He is commanding officer of medical platoon in 33d division.

HOME TOWN FAN

Uses Radio To Sell Ventura

THE SUCCESS story of Jane Smith, who used radio to get across the idea that her small home town, Ventura, Calif. (pop. 13,264), was a great place to shop, appeared in a recent issue of *The Illustrated Press*, New Orleans, a weekly publication for radio listeners.

Her program, *Buy Ventura Reporter and Shopper*, now a half-hour five-weekly show with a waiting list of sponsors, started in March 1948, as a Tuesday-Thursday quarter-hour on KVVC Ventura.

There was no sponsor at first, according to *The Illustrated Press*, but "the program caught on right away." Sponsors started buying one month at a time, but kept renewing. Soon all of Miss Smith's Tuesday and Thursday time was sold, and KVVC persuaded her to expand the program into a half-hour show.

Miss Smith's recipe for success, says the newspaper, is simply "liking people and liking my own town and believing in the people I advertise for . . . ." Miss Smith does not believe in the conventional type of commercial. "For a jewelry store, for instance, she discusses diamond mining; for furniture stores, how rugs are made, how wallpaper came into being. . . ."

IT IS now officially Col. Nancy Craig, as Miss Craig, heard regularly on ABC, receives a lieutenant colonel commission on the personal staff of Florida's governor, Fuller Warren. Howard F. Lochrie, director of marketing for Birds Eye frosted foods, makes the presentation, on behalf of Gov. Warren, during Col. Craig's ABC show. The governor announced the appointment during a recent Birds Eye tour to Lake Wales, Fla. 28 colonels received their commissions at a special ceremony in New York.

CHICAGO AWARDS

Ad Club Sends Entry Forms

ENTRY forms for the Chicago Federated Advertising Club's seventh annual advertising awards contest were mailed April 11 to clients, agencies and radio and television producers within a 50-mile radius of Chicago. More than 30 awards will be made in eight major advertising divisions, among which are radio and TV.

AM classifications are programs, special features and spot announcements. Network entries will be judged separately. Television personnel are expected to submit a greater number of Chicago-produced TV programs and spot announcements this year than the four received last year. One citation will be awarded in each classification. Programs and spots aired between May 1, 1948, and April 30, 1949, will be eligible for competition. Deadline is April 29. Winners will be selected the first week in May.

"ABRACADABRA"

PUT ALADDIN'S MAGIC LAMP TO WORK

—ALL YOU HAVE TO DO IS TO SAY "WMPS"

Yes, there's magic in Memphis, through

WMPS

10,000 WATTS DAY
5,000 WATTS NIGHT
68 ON YOUR RADIO

Represented by
RADIO REPRESENTATIVES, INC.

NARND DIRECTORS
Hold Chicago Meet

METHODS of improving the service of radio news departments was the main theme at the spring meeting of the directors of Nat. Assn. of Radio News Directors in Chicago April 2 and 3.

Members of the board voted to hold the annual association convention in New York City November 11-13. Jack Shelley, WHO Des Moines, was chosen to head a convention executive committee consisting of Tom Eaton, WTIC Hartford; Ben Chatfield, WMAZ Macon, and Ron Cochran, WCOP Boston.

Major report presented at the meeting was by James Lawrence, KSD St. Louis, who disclosed that a survey of 60 TV and prospective TV stations showed that a majority of those operating in conjunction with an AM station use the same news staff for both operations. Only eight stations reported the existence of separate news staffs.

A progress report on the continuing study of wire service reports was commended by the directors. Plans for publishing of digests of radio news research by schools of journalism also were approved. The directors decided to encourage publication of pronunciation guides of towns and counties in individual states with the aid of state universities. They named Lee Coney, WLCS Baton Rouge, La., chairman of the small stations committee after Sereno Gammell, WTHT Hartford, asked to be relieved from the post. Bob Johnson, WKBZ Muskegon, was added to the committee.

W. E. Hall Honored

WILTON E. Hall, owner of WAIM and WCAC (FM) Anderson, S. C., and publisher of the Anderson *Daily Mail* and *Independent*, has received a plaque from the city's Junior Chamber of Commerce in recognition of outstanding service to his community during the past year. Presentation was made at a "Wilton E. Hall Night" banquet sponsored by the Jaycees.

REASON WHY

People in Kansas and adjoining states depend on farming for a living. That's why we've programmed to their needs for 24 years. And it's why they buy WIBW-advertised goods.

WIBW The Voice *of* Kansas *in* TOPEKA

TOP PACIFIC HOOPERATINGS—March, Evening

Program	No. of Cities	Sponsor & Agency	Hooperating	Year Ago Hooperating	Year Ago +or—	Pos.
Jack Benny†	6	American Tobacco (BBDO)	37.8	38.2	—0.4	1
Walter Winchell (2 mos)†	6	Kaiser-Frazer (Weintraub)	36.3	26.4	+9.9	6
McGee & Molly	6	S. C. Johnson (NL&B)	26.9	30.8	—3.9	3
People Are Funny	6	B&W Tobacco (Seeds)	24.9	14.2	+10.7	29
Bob Hope	6	Lever Bros. (Y&R)	21.5	34.5	—13.0	2
Bing Crosby	6	Philco (Hutchins)	21.5	16.4	+5.1	20
Horace Heidt†	6	Philip Morris (Biow)	21.4	19.5	+1.9	14
Adv. of Sam Spade	6	Wildroot Co. (BBDO)	20.0	15.3	+4.7	26
My Friend Irma	6	Pepsodent Div.-Lever (FC&B)	19.6	18.5	+1.1	16
Dennis Day	6	C-P-P (Bates)	19.5	13.9	+5.6	31
Groucho Marx	6	Elgin-American Div. Illinois Watch Case Co. (W&G)	19.4	10.0	+9.4	64
Bob Hawk	6	R. J. Reynolds (Esty)	17.5	16.6	+0.9	19
The Whistler	6	Signal Oil (Stebbins)	17.5	13.5	+4.0	34
Radio Theatre	6	Lever Bros (JWT)	17.2	21.5	—4.3	12
Inner Sanctum	6	Emerson Drug (BBDO)	16.7	11.0	+5.7	55
Louella Parsons (2 mos)†	6	Andrew Jergens (Orr)	16.7	9.6	+7.1	65

† Includes first and second broadcasts

BOX TOP FUND DRIVE
Sponsors to Exchange for Goods or Money

THE old device of exchanging labels and box-tops for premiums is currently being turned to philanthropic purposes by three drives for worthy causes. In each case, premiums offered by household product manufacturers are donations to the cause in the form of either money or merchandise.

Duane Jones, head of the agency bearing his name, and newly appointed promotion committee chairman of the New York City Cancer Committee's 1949 fund drive, has announced the first of these plans. By special arrangement, Mr. Jones revealed, manufacturers of goods ranging from cleaners to razor blades have agreed to contribute, during specific periods, the full retail price of every package of their products purchased in New York during that time. Gift periods, in most instances, are for two weeks.

The first two companies to participate in the cancer campaign tieup are B. T. Babbitt Inc. and the Marlin Co., makers of Bab-O and of safety razors, respectively. The Bab-O campaign, which runs through April 18, provides that for every label mailed to Cancer, 17, N. Y., B. T. Babbitt will donate to the fund the retail price of the cleaner.

Beginning on April 11, Marlin announced a similar tie-in, good through April 25, with consumers utilizing box-tops instead of labels. Other participating companies will be announced later.

Both offers are being announced simultaneously in sponsored radio time, as well as in newspapers.

Aiding Blind

Using similar tactics for a campaign entitled "Box Tops To Fight Blindness," the P. J. Ritter Co. has announced that starting April 10 listeners to *Betty Clark Sings* (ABC, Sundays, 3:15 p.m. EST) would be asked to send box-tops and labels from the company's products to that program, whose star is a 12-year old blind soprano. At the close of the campaign in May, sales profits accrued as indicated by listener purchase will be computed and a check for the amount will be presented by the sponsor to the National Council to Combat Blindness.

Lever Bros., Cambridge, through the star of their Swan Soap show, Bob Hope (Tuesdays, NBC, 9-9:30 p.m.) will send a bar of Swan soap to Europe's needy children for every two Swan labels mailed to Mr. Hope in Boston. Campaign will be arranged through CARE, which will include the soap in overseas packages. An announcement of the drive was to have been made April 12 on Mr. Hope's program.

WWPA JOINS CBS
May 15 Effective Date

WWPA Williamsport, Pa., will join CBS as a basic supplementary station, effective Sunday, May 15. Herbert V. Akerberg, CBS vice president in charge of station relations, made the announcement.

The new addition brings the total of CBS affiliates to 182. WWPA is owned and operated by the Williamsport Radio Broadcasting Assoc., with Woodrow W. Ott as station general manager. It operates with 250 w on 1340 kc.

for NETWORK CALIBRE PROGRAMS

... at local station cost

See your station representative or write

LANG-WORTH feature programs, inc.

113 W. 57th ST., NEW YORK 19, N. Y.

Mr. Herbert Gesregan
Marschalk and Pratt, Inc.
New York City

Dear Herbie:

If yer'd like ter see a real growin' town, jest drap down ter see the home-place of ole WCHS. This here burg is really hummin' and business is th' best ever. Why, even with things slowin' down in other places, Charleston's sales in th' stores showed 'nother increase last month! 'Course, there's lots o' reasons fer this, but one o' th' most important is that there 5000 watts o' power packed by th' leading radio station in West Virginny's capital city! Ole WCHS jest don't let folks fergit 'bout Charleston merchants!

Yrs.
Algy

WCHS

Charleston, W. Va.

Allied Arts

RALPH L. F. McCOMBE, former program annotator and publicity director for the Philadelphia Orchestra, has become chief of Music Unit of State Dept.'s International Broadcasting Div. He will select music for overseas broadcast by "Voice of America," and for distribution of records abroad.

WILLIAM C. WOLD has opened offices at 500 Fifth Ave., New York, where he will engage in representation, sales promotion and special projects under name of William C. Wold Assoc. Mr. Wold was formerly New York manager of Consolidated Vultee Aircraft Corp.

JAY FAGGEN, for past 20 years a principal in Sobol, Hartman & Faggen, New York (publicity), has opened publicity offices in Los Angeles at 1213 N. Highland Ave.

Equipment

AB WAXMAN, former advertising director and sales promotion manager for Wire Recording Corp. of America, has been appointed sales manager of Magnetic Recorder Div. of Air King Products Co., Brooklyn.

R. T. PENNOYER, assistant manager of General Electric Co.'s Buffalo Tube Works, has been appointed manager, succeeding the late **R. O. POAG.**

EDWARD W. BUTLER has been appointed director of Radio Div., Federal Telephone & Radio Corp., Clifton, N. J., effective April 25. He was formerly with Sylvania Electric Products Inc., New York.

NORTH AMERICAN PHILIPS Co., New York, has announced production of the Protelgram "optical box," which produces brilliant, high-definition image of 200 sq. inches characteristics of Protelgram-equipped receivers now on market.

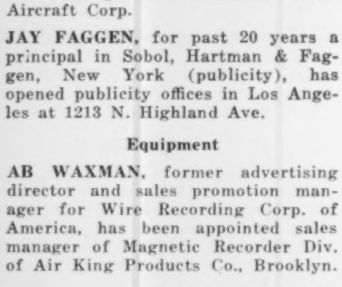
MOTOROLA Inc., Chicago, has announced opening of new research laboratory in Phoenix, Ariz., for electronic research in military fields. **DANIEL E. NOBLE,** director of research and vice president in charge of communications of Motorola's Communications and Electronics Div., will direct new lab. **DR. ANGUS C. TREGIDGA** will be chief engineer and general manager.

FURST ELECTRONICS, Chicago, has moved its headquarters to 12 S. Jefferson St.

Television

BERNICE COE, recently with United World Films, has been appointed by Sterling Films Inc., New York, to organize and head firm's new educational division. She also will supervise activities of Sterling Films Television Inc., new division of company set up to facilitate distribution of films by Sterling and other producers, to video stations.

VIDEO DRAMA PRODUCTIONS has been formed in New York by group of independent writers, actors, actresses and production personnel, with **HENRI MARCUSE, HARVEY JANOVIC** and **HERBERT DOYNOW** heading firm in equal partnership. Mr. Marcuse will handle production, while Messrs. Janovic and Doynow will take care of direction and business activities respectively. Company has released two productions, both of which are currently for sale.



We're Sorry

about the traffic jam on State Street, March 19, when 3000 people tried to get into a new store which had advertised its opening exclusively on KDYL.

But can we help it if so many people insist on listening to this popular station?

Television, too . . . and availabilities are going fast!

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative:
John Blair & Co.

Canada AM Grants

THREE NEW AM stations have been recommended for licenses at the April meeting of Canadian Broadcasting Corp. board of governors at Ottawa. Ralph Snelgrove, manager of CFOS Owen Sound, has been recommended for 250 w daytime, 100 w nighttime station on 1400 kc at Barrie, Ont. Bergman-Moffat Broadcasting Co. has been recommended for 1 kw on 1080 kc at Winnipeg, and Temiscamingue Broadcasting Inc. has recommended for license for 1 kw on 710 kc at Ville Marie, Que. Department of National Defense will be allowed a 100 w station at Brochet, Man.

TRANSITCASTING

Officer Changes Announced

HULBERT TAFT Jr., president of Transit Radio Inc., was elected chairman of the board of TR and Chet Thomas, vice president, was promoted to the presidency April 10 at a meeting of the corporation's directors held in connection with the NAB Convention.

Frank Pellegrin, national sales manager of Transit Radio, was elected vice president in charge of advertising and sales; Richard Crisler, treasurer, was named executive vice president in addition to his present duties; William M. O'Neil was elected vice president, and David Gamble, Cincinnati attorney, was named general counsel and secretary.

Realignment of TR's official family was announced at a dinner for 25 FM station operators, all of them either engaged in transitcasting or planning to enter the field. Principal speaker was Mr. Pellegrin, who announced that several new sponsors of national transitcasts, among them Swift & Co. and Fitch Shampoo, had been signed the previous week.

"National accounts are starting to break in our favor," he said. "Within the next few months we should have about $140,000 in new billings."

He termed the new medium "one of the most uniformly accepted in advertising history," but listed several "obstacles" that must be surmounted before transitcasting becomes a "national medium": Lack of markets; lack of complete installations (not one city is fully equipped, he said), and the fact that many advertisers' budgets are allocated. He reported, however, that the national sales staff is working with agencies in their planning, and that "transit radio is in the advertising picture."

Mr. Pellegrin urged standardization of rate cards by local affiliates, and recommended wider use of "checkers" to get an accurate count of transit riders for the use of timebuyers.

"We should be able to report the exact number of listeners, of different age groups, at specific minutes when spot announcements are being heard. Average ridership figures over an extended time are useless," he said.

Mr. Thomas

Mr. Taft

Mr. Taft, who founded Transit Radio, is managing director of WKRC and WCTS (FM) Cincinnati. Mr. Thomas is general manager of KXOK and KXOK-FM St. Louis, and Mr. O'Neil is president of WJW Cleveland.

GOVERNMENT OUTLETS

Transfer Bill Introduced

"PAPER" transfer of all rights, equipment and other property of certain Government-owned international broadcasting facilities is contained in a bill introduced in the Senate last week by Sen. Burnet R. Maybank (D-S. C.). The measure (S 1556) is a companion piece to one introduced in the House last February by the late Sol Bloom [BROADCASTING, Feb. 14].

Like the House bill, transfer would be effected from the Reconstruction Finance Corp. to the Secretary of State, with State Dept. assuming RFC obligations and without reimbursement of funds. The stations, ranging from 50 kw to 200 kw and located in Delano and Dixon, Calif., and in Bethany and Mason, Ohio, are licensed variously to NBC, CBS and Crosley Radio Corp. About 14 outlets are involved in the administrative transfer. The bill was referred to the Banking and Currency Committee.

KGW and KGW-FM
PORTLAND, OREGON

COMPLETE SCHEDULE
SIMULTANEOUS SERVICE

REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.

NBC
AFFILIATE

KYW'S GIANT MIKE

Gimmick Used for Local Program Promotion

FIRST in a planned series of unique local promotion stunts is being conducted by KYW Philadelphia, using its giant-sized microphone.

The Westinghouse outlet has erected a 7½-foot mike atop a Willys Overland Jeepster and is parading it around the greater Philadelphia area to plug its local sponsors. The microphone is topped with a large call letter identification sign and the Jeepster, painted bright yellow, is properly adorned with display plaques.

Initial tie-in for the campaign is *Your Esso Reporter*, sponsored daily on KYW by the Esso Standard Oil Co. of Pennsylvania. Start of the promotion was timed to coincide with the placing in operation of KYW's two new 465-foot antenna towers recently completed.

First appearance of the giant mike was at the opening of a new Esso station in Wayne, Pa., a Philadelphia suburb. Seventy-seven other Esso stations throughout the area are being visited by the mike and KYW staffers, who contact proprietors of each station and distribute cards and promotion leaflets.

Idea for the touring giant mike was conceived by Robert E. White, KYW general manager. When the Esso tie-in is completed, the station plans to cover locations of other local advertisers, Mr. White said.

KYW
YOUR ESSO REPORTER
KYW
ATLAS

KYW's giant mike attracts a gathering of Esso and Station officials at the opening of Thomas Ryan's new Esso station at Wayne, Pa. L to r: Frank Seery, Esso salesman for Chester County; Mr. Ryan, proprietor of the new station; H. R. Merrikan, assistant district manager for Esso; John Kirkley, Esso merchandising manager for Pennsylvania, and Harvey McCall Jr., KYW sales manager.

MENNEN DRIVE

To Promote Powder, Rattle

MENNEN CO. INC. will spend $300,000 to introduce its new baby powder can with a built-in rattle, according to Lewis F. Bonham, director of advertising and sales promotion.

He gave that figure to BROADCASTING following a news conference Tuesday in New York, where the new product was shown to newsmen for the first time.

At that meeting Herb Strauss, Grey Advertising, New York, outlined the promotional and advertising campaign which has been planned to sell the rattle-can.

He said that time has been bought on 47 key stations in big population centers as one phase of the radio campaign. Stations will carry 15-minute daily programs over a 24-week period.

A second phase of the radio drive will begin on May 1, when approximately 100 women's programs will conduct a coast-to-coast two-week radio contest through Feature Bureau Syndicate. The contest will be on methods of getting baby's attention during diapering.

An extensive magazine and newspaper schedule also is being planned.

Duncan's Groan

MISTAKEN identity poses some thorny problems—just ask J. R. Duncan, who moved from Cincinnati to San Antonio to become WOAI program director. Before returning to the Queen City for a visit, Mr. Duncan spotted a newspaper item which reported a courtroom groan had cost one J. R. Duncan $100 after speaking out of turn in a damage suit. WOAI's Duncan took his kidding goodnaturedly, then left for Cincinnati where Mrs. Duncan awaited him—clipping in hand. Seems the *Inquirer* had carried it, and he was hard pressed to answer phone calls from people inquiring, "So that's what Texas has done to you?" Payoff came when he returned to San Antonio—only to find the other Duncan's cancelled checks on his WOAI desk.

'TOUR' REUNION

For District Meeting Group

MEMBERS and alumni of the industry's "Flea Circus," comprising the hardy group of NAB and industry officials who have toured the NAB district meeting circuit, held a reunion last Monday during the Chicago industry convention.

Twenty-two survivors of the annual trek took part in proceedings. They include Neville Miller, former NAB president and now a practicing radio attorney; Milton Blink, Standard Radio; C. E. Arney Jr., NAB secretary-treasurer; Kolin Hager, SESAC; Gus Hagenah, Standard Radio; Eugene Carr, WHBC Canton, Ohio; Paul Peter, station consultant; Ed Kirby, program consultant; Burt Squires, BMI; Everett E. Revercomb, NAB assistant treasurer; Roy Harlow, BMI; Linnea Nelson, chief timebuyer, J. Walter Thompson Co.; Ralph Wentworth, BMI; Robert Keller, promotion consultant; Cy Langlois, Lang-Worth Feature Programs; Carl Haverlin, BMI; Ella Nelson, NAB administrative assistant; Natalie Gunzendorfer, KROW Oakland; Howard Frazier, station consultant; Alec Sherwood, Standard Radio, and Sol Taishoff, BROADCASTING.

SOUNDCRAFT CORP.

Controls Tele-Video Corp.

REEVES Soundcraft Corp., New York, has acquired control of Tele-Video Corp., manufacturer of "Picturecraft" projection receivers and "Tele-Video" receivers distributed by Telecoin Corp. of New York. The Soundcraft sales organization will market both sets through its more than 200 distributors, Hazard E. Reeves, president, announced.

Also acquired in the transaction were Bace Television Corp., Hackensack, N. J., manufacturer of a 15 inch direct view receiver designed with a remote control which tunes a series of screens, and Airdesign Inc.

SALES PROMOTION-PUBLICITY
MERCHANDISING
on

WTYC 1000 W. Rock Hills, S. C.	**WGVM** 1000 W. Greenville, Miss.	**KCOL** 250 W. Ft. Collins, Colo.

Thru
RADIO TELEVISION PUBLICITY CORPORATION
EXECUTIVE OFFICES: 159 EAST CHICAGO AVENUE • CHICAGO 11, ILLINOIS
Member National Association of Broadcasters

IT'S A
GREAT DAY
WITH WLAV and WLAV-FM

GRAND RAPIDS

WLAV leads ALL stations in daytime share of audience in Michigan's second market.
(1947-1948 winter-spring Hooper)
WLAV — 28.1%
Station B — 22.6%
Station C — 22.2%
Contact the John E. Pearson Co.

AM ABC for Grand Rapids
WLAV
Power Plus Perfection FM

GA. NETWORK

29 Stations Form Assn.

GEORGIA ASSN. of Local Stations, statewide network of 29 leading outlets, got underway April 11 when Governor Herman Talmadge extended his official blessings preceding an early morning broadcast.

The Governor spoke for two minutes before a 15-minute strip purchased by E. H. Brown Advertising Agency for Georgia General Store, which sponsors mail-order type of show. A two-hour program consisting of live talent is aired daily from 7:45 to 9:45 a.m. over the network, with national advertisers and spot users slated to buy time. Contracts already have been signed for chain breaks during that period.

Sale of time was handled by Friedenberg Agency Inc., recently appointed representative for the state network and WGLS Decatur. Tom Carr, WGLS manager, heads active network operations.

Kent Foundation

SUCCEEDING his father, A. Atwater Kent Jr. will serve as president of the Atwater Kent Foundation. One of the foundation's beneficiaries is the annual competition for vocalists and instrumentalists. Competition is currently entering the semi-finals with winners to receive Hollywood Bowl debuts this summer.

Adv.

WLS Listeners Are Always "Good Neighbors"

Arthur C. Page, conductor of WLS Dinner Bell Time, mentioned the 73rd birthday of William Meuser of Rantoul, Illinois. Briefly, Mr. Page explained that Meuser had been an invalid 35 years.

In the next day's mail, birthday greetings and sympathy cards, began pouring in. Within three days, Mr. Meuser had opened and read more than 500 messages from WLS listeners.

Small in itself, this incident is one in a huge chain that stretches back 25 years—a chain of services rendered to people, to communities, to counties and groups. When a sudden blizzard forced postponement of a DeKalb County Home Makers' meeting, the leader's first thought was WLS—and our quick announcement saved 500 women from attempting the trip. When a Wisconsin farmer needed baling wire desperately during wartime, a WLS mention brought him more than enough.

WLS listeners throughout Midwest America are good neighbors—and during 25 years of close and intimate service, they have come to look on WLS as the biggest good neighbor of all.

WLS
The Prairie Farmer Station
Chicago 7, Illinois
Represented nationally by John Blair

Production

VERN KING of WIL St. Louis *Vern King Show*, has been appointed program director of station.

DICK BOOTH, announcer at WDAS Philadelphia, has been appointed program director.

LYNN CLEARY, former manager of sales and research for the DuMont Television Network, has been named manager of the continuity acceptance department.

HAROLD AZINE, formerly producer-director at WTOP Washington, has joined production staff of KLAC-TV Los Angeles. Prior to joining WTOP Mr. Azine was program director for WBAL Baltimore.

DIRK COURTENAY has joined announcing staff of WHFC Cicero, Ill. He is former late-evening disc m.c. on WENR and WJJD Chicago.

CHARLES WILFONG, staff announcer at WKBC North Wilkesboro, N. C., has been appointed assistant program manager. Mr. Wilfong replaces **CLAY WATTS** who has joined WKBC in Elkin, N. C., as regional sales manager.

FRANK POLLACK, former disc jockey in Milwaukee, Wis., has joined WONE Dayton, Ohio.

GREG SMITH has joined announcing staff of WIOU Kokomo, Ind., replacing **JACK RAB,** resigned.

CARL IDE, WNJR Newark, N. J., disc jockey, is the father of a boy, Thomas Bishop.

ED PAULIN has been appointed chief announcer at WCMI Ashland, Ky.

DOROTHY ABBANAT, formerly with WKBH LaCrosse, Wis., has joined copy department of WBCK Battle Creek, Mich.

DICK LOCKE, former film director at WBKB (TV) Chicago, has joined WENR-TV Chicago, as TV floor manager. **JOE BYRNE** replaces **WILLIAM HOLLENBECK** as director of remotes at WENR-TV. Mr. Hollenbeck has been transferred to KGO-TV, ABC's San Francisco outlet.

EUGENE WALZ has been appointed a producer at WLWT (TV) Cincinnati. **WALTER JACOBS** has been appointed to same post at WLWC (TV), Crosley station in Columbus, Ohio.

BILL WOOD, formerly with KORN Fremont, Neb., has re-joined KODY North Platte, Neb., as chief announcer.

MARK RUSSELL, former program director of WJJD Chicago, has joined WEHS (FM) Chicago in same capacity.

MILTON (Mende) BROWN, WOR New York director-producer, is the father of a girl, Dina.

DRUCIE SNYDER, daughter of Secretary of the Treasury, will conduct *Ice Cream Social* on WTTG (TV) Washington. Show will be aired at 8 p.m. every night that WTTG telecasts a home game of Washington Senators, professional baseball team.

ART ELMONN, staff announcer at WWSC Glens Falls, N. Y., and Grace Elizabeth Shaw have announced their marriage.

CHESTER BEHRMAN, former program director of WANE Ft. Wayne, Ind., has joined continuity staff of WLW Cincinnati.

PATRICIA DEANS has joined WPGH Pittsburgh as copywriter. **PAUL RICHARDSON** has joined station's announcing staff.

JOE ELDRIDGE, staff announcer at WSUN St. Petersburg, Fla., is the father of a girl, Karen.

MUSICAL ARTISTS

Sign New Agreement

AMERICAN Guild of Musical Artists has signed a new basic agreement with concert managers on behalf of its members. The terms provide for 10% commissions to managers for radio, phonograph and opera engagements, 15% for civic and community concerts and 20% for regular concerts.

The agreement was reached with three of the biggest concert bureaus, Columbia Artist's Management, National Concert and Artist's Corp., and W. Colston Leigh. The manager is entitled to his commissions only if the artist gets paid. AGMA, whose membership includes top concert artists, is headed by Lawrence Tibbett, president.

SPORTS HEARING

Postponed Indefinitely

HEARINGS scheduled for last Thursday on legislation to exempt professional sports from interstate commerce have been postponed indefinitely, according to the House Interstate & Foreign Commerce Committee. They were to be held prior to opening of the major league baseball season this week, but no date has been set, sponsors of the legislation indicated. Baseball Commissioner A. B. Chandler and others are slated to testify.

The bills (HR 4018-4019), by Rep. Wilbur D. Mills (D-Ark.) and Rep. A. S. Herlong, Jr. (D-Fla.), are designed to clarify controversy arising out of complaints that baseball is interstate commerce by virtue of TV and aural broadcasts of games [BROADCASTING, April 11]. Charges were made in suits filed by three ex-major league ballplayers who were suspended for jumping to the Mexican league. Measures, to amend Sec. 313 of the Communications Act, would in effect assure legality of the reserve clause in player contracts.

COMPLETING arrangements for representation of KCBQ San Diego by G. P. Hollingbery Co. are Charles E. Salik (seated), KCBQ president and general manager, and Harry H. Wi Jr., manager of Los Angeles offic of the radio representative firm.

'RADIO THEATRE'

Tops in Canada for March

U. S. NETWORK programs still lead in popularity in Canada, according to March national ratings released April 7 by Elliott-Haynes Ltd., Toronto. Of 43 sponsored network programs heard in Canada, the leading ten were *Lux Radio Theatre* with rating 35, *Fibber McGee & Molly* 34.4, Bob Hope 26.7, *Amos 'n' Andy* 26.2, Fred Allen 26.2, *Ozzie & Harriet* 24.6, *Ford Theatre* 24.2, *Twenty Questions* 23.7, *Wayne & Shuster* 23.2 (Canadian program), and *Album of Familiar Music* 20.4.

Of 14 daytime sponsored network shows, the leaders in March were *Pepper Young's Family* 18, *Ma Perkins* 17.9, *Happy Gang* 17.7 (Canadian program), *Right to Happiness* 17.1, and *Big Sister* 16.9.

French-language sponsored evening network shows, numbering 33, were led by *Un Homme et Son Peche* 43.2, *Radio Carabins* 37.8, *Ralliement du Rire* 36.2, *Enchantant de la Vivoir* 36.1 and *Metropole* 32.8. Leading French-language daytime sponsored network programs (14) in March, were *Jeunesse Doree* 30.5, *Rue Principale* 29.4, *Grande Soeur* 24.9, *Les Joyeux Troubadours* 24.6, and *A l'Enseigne des Fins Gourmets* 23.6.

WKBC Remodels

WKBC North Wilkesboro, N. C., is remodeling its building and control room, station reports. Three additional offices have been completed and a large auditorium has been added to accommodate audience participation shows. WKBC, a daytime station, is owned by the Wilkes Broadcasting Co. and operates on 810 kc with 1 kw.

CUBA KC RAID

Predicted by NAB Engineers

POSSIBILITY that Cuba may soon start making assignments on some U. S. or other nations' frequencies was seen (April 9) in the FCC-industry Roundtable which completed the third annual NAB Broadcast Engineering Conference, held in Chicago [BROADCASTING, April 11].

James E. Barr, chief of the Standard Broadcast Div. of FCC's Engineering Bureau, said he took the position that the expiration of the North American Regional Broadcasting Agreement is only a "technicality," since all the nations but Cuba have said they're willing to sign an extension of its terms. Cuba, he recalled, indicated she would not disregard all of NARBA's provisions, but may take steps to relieve "internal pressure" for more stations.

He agreed with Royal V. Howard, director of the NAB Engineering Dept., who was in charge of the panel session, that this may well mean Cuba is going to take additional channels from what Mr. Howard termed the "you-know-where department."

Mr. Barr thought FCC would decide its long-pending clear-channel case "well in advance" of the NARBA conference scheduled for September in Canada. Asked whether the decision would come before Congress acts on the pending Johnson Bill to break down the clears and limit power to 50 kw, he said this was "a $256 question."

"Nobody," according to FCC Acting Chief Engineer John A. Willoughby, knows when the VHF television freeze is going to be lifted. E. W. Allen, chief of FCC's Technical Information Div., said the so-called *ad hoc* committee, assisting FCC an the technical studies, hopes to have its summary reports on VHF troposphere and terrain effects ready when the Joint Technical Advisory Committee meets April 19.

Whether the "thaw" will come ahead of the UHF decision is a question for the Commission to decide, Mr. Allen said in reply to a question from E. K. Jett, former Commissioner and now vice president in charge of radio for the Baltimore *Sunpapers*. He said he wondered whether it would be practical to lift the freeze and announce simultaneously, for example, that a certain number of channels would be specified later as available in UHF.

Thomas T. Goldsmith Jr., research director for Allen B. DuMont Labs, proposed that industry be allowed to help finance its UHF experimentation by operating UHF stations commercially on a temporary basis. This would promote the compilation of necessary data, he declared. "UHF is our only choice [for sufficient channels], so why not jump in without waiting for more data?" he asked.

Hart S. Cowperthwait, acting chief of the FCC TV Broadcast Div., thought this would be "one method" but "somewhat radical." Mr. Allen added that commercial operation would not "automatically" produce additional technical data.

10 Years Needed

At the present rate, Mr. Allen said, it may be 10 years before reasonably conclusive propagation data on UHF will be available. Allocations can be made before then, he said, but he called upon FCC and industry to "gear ourselves" for quicker results.

Asked by Mr. Goldsmith what UHF experimental program industry might adopt to assist FCC, Mr. Allen noted the need for further data on differences in atmospheric effects in various regions, information on coverage under varying terrain conditions, and equipment problems.

FCC spokesmen scotched reports—which H. C. Florance of KDFC (FM) Sausalita, Calif., said he had heard—that the Commission may delete the AM broadcast band. "There's no such thought at all," Mr. Barr declared. Asked by A. J. Mosby of KGVO Missoula, Mont., about increasing the daytime power limit for regionals, Mr. Barr said there has been "no activity in that direction."

Nor did he expect a repetition of the 1948 "temporary expediting procedure," in which the filing of new AM applications was in effect halted for three months while FCC and industry engineers tackled the job of processing those already on hand.

Mr. Barr thought there is a basic need for a change in the concept of FCC's engineering standards, so there will be a clear distinction between standards and allocations. FCC, he said, needs something to "keep us from putting our hands over our eyes" and saying a certain service area will be "held inviolate," while continuing to add new stations. Planned allocations might be a solution, he suggested. But he said he was still in the minority on this question at the Commission.

Mr. Willoughby told the delegates that the problems involving CAA approval of antenna sites are still "complicated" and that there are "a lot of headaches" ahead. But he hoped that some solution will be reached in forthcoming FCC-CAA conferences. Mr. Barr invited industry assistance on this question.

A question on FM's future, raised by John Sherman of WTCN-AM-FM-TV Minneapolis, was effectively shunted aside with an observation that "the future of FM is no longer an engineering question" and should more properly be discussed at the NAB Management Conference. Mr. Jett said the *Sunpapers* stations' answer was Transit Radio.

Panel members for the session were A. James Ebel of WMBD Peoria, chairman of NAB's Engineering Executive Committee; Mr. Jett; E. M. Johnson of Mutual, Frank Marx of ABC, K. W. Pyle of KFBI Wichita, and Orrin W. Towner of WHAS Louisville, all members of the Engineering Executive Committee, and the following from FCC's Engineering Bureau: Messrs. Willoughby, Barr, Cowperthwait, and Allen; Cyril M. Braum, chief of FM Broadcast Div.; and Edward W. Chapin, chief of Laboratory Div.

On All Accounts

(Continued from page 20)

looked for new fields to conquer. Remembering Horace Greeley's advice, young Mr. Hussey turned to the West. This was just before the great depression of the late roarin' 20s. He went to Southern California first in September 1926, driving across the country with a pal. Bob liked what he found, and after some West-East commuting decided to make his home in Hollywood.

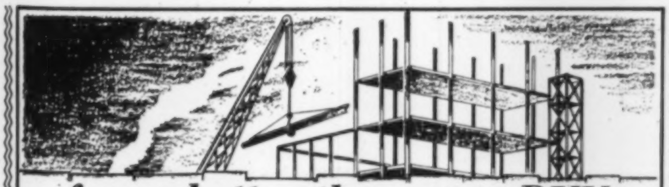
He joined Warner Bros. as a publicist in 1930 and, for the next 14 years, worked in what he fondly calls "the film foundries." He functioned primarily in the publicity departments of four major motion picture studios. Bob is credited with organizing the first motion picture radio department in Hollywood at Paramount Studios in 1939.

It was in early 1943 that Mr. Hussey joined Universal Studios to install a radio department to exploit that firm's stars and properties.

Next he joined Young & Rubicam in April 1944 as West Coast talent supervisor. And his duties grew. It was in 1947 that he was made manager of the program development department for the agency's Hollywood office.

When he isn't making the social rounds, which give him his best talent contacts today, Bob enjoys life at home with Mrs. Hussey, the former Mary Lou McAdoo of Los Angeles, whom he married on March 6, 1937. The Husseys, with their two children, Judy Linda, age 10, and Janice Lynn, just 12 months old, make their home in the Outpost Hills section of Hollywood.

Bob enjoys a round of golf and also includes hunting and fishing among his favorite sports. Swimming is another form of relaxation for him. A Mason and Shriner, Bob is an active member of the Hollywood Ad Club, too.



for a better-than-ever BUY
IN OHIO'S THIRD MARKET
NOW UNDER CONSTRUCTION
5,000 w AM 50,000 w FM
1390 KC 105.1 MC
WFMJ
BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED

Only station saturating rich Western Washington market!
KIRO
CBS SEATTLE TACOMA
THE PIONEER
50,000 WATT STATION
OF THE PACIFIC NORTHWEST
710 KC
NATIONALLY REPRESENTED BY FREE & PETERS, INC.

TECHNICAL ADVANCES Shown by Equipment Makers

RCA, with its full complement of AM, FM and TV equipment, occupied one of the largest sections in the Exhibition Hall at the NAB convention in Chicago's Stevens Hotel last week.

Television equipment was featured by the corporation, and included a large-station program director's console, the Kinephoto recorder, and a small station 500w TV transmitter with matching console. The large console has a slanted mirror which reflects from the scopes at director's eye view in a darkened enclosure. The talk-back system enables the operator to converse with both projection and cameramen. Twelve camera positions are on the board, flanked by an audio and video unit.

The Kinephoto, also introduced for the first time, records video shows on 16mm film for reproduction later. The developer is manufactured by the Houston Corp., Los Angeles, and prints the film in 14 minutes, running 43 feet per minute. Sound can be recorded simultaneously.

Other new products were a portable tape recorder, weighing 44 pounds, and its amplifier case, 49 pounds. Constructed to NAB specifications, the machine operates for 33 minutes at 15 inches per second and for 66 minutes at 7½ feet. Display also included a radio mike, for use in places beyond the reach of telephone wires, turntables, microphones, television receivers, radios, cranes, cameras, and lights. It is manufactured by Television Assoc., Michigan City, Ind., and Kliegl, New York.

RCA set up model stations on a miniature scale for small, intermediate and large cities. A large U. S. plyboard map flashed lights in TV cities using the corporation's equipment.

Allen B. DuMont Labs. exhibited its monochrome scanner, which operates on the flying spot of light principle, and a new film projector. Latter introduces a method which picks up and converts film from 24 to 30 frames per minute for television, and has a 600-line resolution. The Acorn transmitter, a 500 w basic TV unit, is sold as a package with control equipment. An innovation is the 2,000 mc band on the relay link, shown for the first time. Standard items included the dual orthicon camera, for both studio and field shots, master control facilities, synch generator, cameras and TV receivers. The DuMont Telecruiser, a mobile unit, was parked in a nearby lot for inspection during the week.

Convention marked the debut of Federal Telephone and Radio Co.'s 5 kw TV transmitter. The Clifton, N. J., firm terms it the first such transmitter that is entirely air-cooled. A lightweight high-gain loop antenna, seen at the recent IRE meeting, is fed by a single coaxial line. Federal also displayed radio link equipment with its parabolic antenna and a lead-in wire for home receivers which is said to improve home reception. A shielded balance 300 ohm lead-in eliminates snow, ghosts and noise normally attributable to the transmission line pick-up.

New 50 kw Design

New design 50 kw standard broadcast transmitter, exhibited by Westinghouse Electric Corp., Baltimore, featured metal rectifiers, which enable long-life for the tubes, and roominess. Mechanism is comprised of six cubicles, and occupies a smaller floor space than any transmitter in its class, firm claims. Other displays—normal studio, office and television lighting equipment.

General Electric showed a 5 kw high-channel television transmitter with a modulator, premiered at the convention. The modulator provides for stretching of the synch percentage, and has back porch double diode keyed clamps which maintain a constant light level and picture content. The transmitter control console has monitors for pictures and regulation of levels. The new 16mm projector has no shutters but a pulse light source. A high speed motor brings the film up to the speed instantaneously on starting and stopping.

Low-priced transmitter measuring set to help broadcasters meet "proof of performance" FCC requirements was exhibited by the Daven Co., Newark. Firm also displayed a complete line of video attenuators in addition to the standard line of attenuators, laboratory equipment and switches.

Essential type AM and FM electron tubes, with new ones developed for video, were explained to NAB members by representatives of the Machlett Labs., Springdale, Conn., for which Graybar is national distributor. Thirty of the 150 tubes manufactured for broadcasters and telecasters were displayed.

Newest, announced at the convention originally, is the Penthouse Tube, so-called because of its appearance and shape. Silver-plated to reduce high frequency losses and automatically sealed, the tube is capable of giving a 50 kw output for FM in one package, superseding the usual multi-unit type. Price, still unset, is estimated at $1,500. It is one of the largest tubes made by the firm. At the other extreme, a small high frequency type used extensively in military operations, is being introduced to the industry for television relay use. It sells for about $40.

Andrew Antenna

The Multi-TV transmitting antenna of the Andrew Corp., Chicago, operates with a single-ended TV diplexer. Unique because of its low cost, the TV antenna is the first manufactured by Andrew as a take-off on its FM antenna, which came out six months ago. The four-bay, 175-pound FM antenna is made of copper and lightweight because the mast has been eliminated. The antenna is clamped to the tower.

One line, instead of the usual two, feeds the power into the tower. The diplexer mixes audio and video without any cross-modulation. The two-bay is manufactured now, and a four-bay will be released soon. Half-inch radiating rods of different lengths operate directionally. The TV area pattern is different in that the usual circle becomes a triangle with three major points of concentration. Selectivity of audience is thus made possible.

Other equipment on exhibition was a parabolic reflector for the studio transmitter link, TV relay antenna, coaxial transmission line, a new low-loss transmission line, lighting equipment and an automatic dehydrator to pump dry air into coax transmission lines under pressure.

A facsimile model of black and bleached mahogany made by Stewart-Warner, Chicago, flashed news stories along four pages to visitors. The machine, designed for public use in schools, theaters, restaurants, and lobbies, comes in two models, the two-page and the four-page. During two days of the NAB session students from the U. of Missouri journalism school edited wire copy, headlined it, added pictures and relayed a four-page paper by fax. A page is printed every three and one-half minutes, and the machine operates automatically. Radio Inventions, New York, which developed the Hogan Facsimile System, conducted fax demonstrations in co-operation with WMAQ-FM Chicago, NBC's o & o station.

Coaxial, half-wave dipole antennas, Q-Max lacquers, Lo-Loss switches, dehydrators and transmission lines were exhibited by Communication Products Co., Keyport, N. J. A 5 kw AM transmitter, which can be changed to 10 kw with modifications, highlighted the Collins Radio display. Firm also showed 1 kw AM and 5 kw FM transmitters.

Other items — complete speech equipment, consoles, automatic pre-cept switchers, and remote amplifiers in single, dual and four-channel units. Collins explained its secondary activities, including manufacture of products for amateurs.

Clear signals under adverse conditions are claimed by Raytheon Corp. for its new 50 w TV microwave relay system, now being in-

The Fred A. Palmer Co.

Columbus, Ohio

Radio Consultants

on

Management and Operation

(20 years experience)

- SALES CAMPAIGNS
- SALES TRAINING
- SALES PROMOTION

Post Office—Box 108, Worthington, Ohio
Telephone—Worthington 2-7346

Technical

HARRY JACOBS, for past 12 years on KGO San Francisco engineering staff, has been appointed station engineer in charge of station's television and FM transmitters. Also named as his assistant was **JAMES MEHRENS,** with KGO since 1937.

ARRIS J. GERANIS, assistant chief engineer of WBCK Battle Creek, Mich., has been appointed chief engineer, succeeding **CHARLES E. DEWEY Jr.**

JOHN CROSBY, former manager of RCA Exhibition Hall, New York, has joined WHTM (TV) Rochester, N. Y., as technical production manager. **GEORGE S. DRISCOLL,** engineer with WHTM's AM affiliate, WHAM, has been placed in charge of television studio engineering.

DICK LOCKE, film director at WBKB Chicago, has resigned to work on crew at WENR-TV Chicago.

JOHN CURRY has joined technical department of WCSI (FM) Columbus, Ind.

ZAVEN MASOOMIAN, WQXR New York engineer, is the father of a boy, Charles Cedric.

stalled among the Crosley stations in Cincinnati, Dayton, Mechanicsburg and Columbus, O. Conventioneers showed interest in the rack equipment, including a new line amplifier and a complete four-channel pre-amplifier. FM antennas, camera chains, studio speech equipment and mobile communication equipment also were shown.

Cooling system and accessibility of parts were sales points of Gates Radio Co.'s 1 kw AM transmitter, manufactured at its plant in Quincy, Ill. Matched control and studio equipment are sold individually or as a package. The 10 w FM transmitter, for educational use, was premiered. Other Gates products—turntables, waist-high rack cabinets, single-channel console and a tape-recording table.

McIntosh Engineering Labs., Washington, D. C., exhibited a high-efficiency audio amplifier.

Outside the main Exhibition Hall, Broadcast Music outlined its operation of cataloging song titles and credits step-by-step. Punch-presses, tabulating machines and card files were demonstrated in action by BMI attendants. Plyboard partitions, decorated with placards and illustrations, showed that more than 107,000 copyright titles are held by BMI. The firm services 192 AM stations, 410 FM and 50 TV.

Defamation Bill

INDIVIDUALS who are "defamed over the radio or television" would be assisted in recovering damages, under provisions of a bill introduced in the House April 12 by Rep. John E. Rankin (D-Miss.). Measure, referred to Interstate & Foreign Commerce Committee for consideration, followed Rep. Rankin's references on the House floor to Drew Pearson for the ABC commentator's remarks on James Forrestal, former defense secretary, in a recent broadcast (see separate story).

'Sponsored' Flash

ALTHOUGH it's a common practice to carry sponsored news shows, it's a little unusual to have a news flash sponsored. But that is what happened, indirectly, at WCRB Waltham-Newton, Mass. The news editor at WCRB received a tip at 9:43 a.m. about a holdup at the local General Appliance Co. store which netted the stick-up artist $100. Since the station is careful as to the accuracy of its local news, it took 20 minutes to verify the story and get more details. The bulletin was ready at 10:05, and the commercial program on the air at that time was interrupted for the flash. The interrupted show—a quarter hour sponsored by the General Appliance Co.

HELPING to celebrate debut of the tiny Altec condenser microphone (on stand at left) at ABC broadcast of Academy Award presentations are (left to right): Frances Scully, commentator; Douglas Fairbanks Jr. (who accepted Oscar award for absent winner Lawrence Olivier); Jane Wyman, Award winner; Jean Hersholt, head of Academy of Motion Picture Arts and Sciences; Owen James, commentator. Four of the miniature microphones, which are the size of a stack of six dimes, were used for broadcast, providing an unobstructed view of participants.

CBC REPORT

Income, Costs Increase

COMMERCIAL PROGRAMS accounted for 18% of all service carried on Canadian stations during the fiscal year 1947-48, according to the annual report of the Canadian Broadcasting Corp. Of commercial network programs carried, 54% originated in the Dominion and the remainder were piped in from the U. S. The CBC report was filed with Parliament at Ottawa the end of last month.

More than half the report is devoted to sustaining programs carried by CBC during the year, going into full detail in various entertainment, cultural and public service programs presented. Dealing with commercial programs, the report points to "a slight increase in the number of sponsored programs scheduled . . ."

On exchange of programs, the report states that 2,842 hours were carried from American networks, a drop of 326 hours in the year. A total of 1,436 programs representing 251 hours were brought in from the British Broadcasting Corp. CBC almost doubled the programs sent to the United States, a total of 123 programs representing 60 hours, of which MBS carried 31 hours.

Operating costs have increased, the report points out, especially in the matter of salaries, which were upped considerably during the year. CBC on March 31, 1948, had 1,075 employes, an increase of 78 in the year.

Revenue shows license fees up $892,449 to $4,798,291, commercial broadcasting revenue at $1,842,558 (up from $1,781,290 in 1946-47) and miscellaneous revenue at $95,914. Total revenue is $6,736,763.

Expenditures are well up to a total of $6,348,393. Of this programs account for 49.6%, engineering 18.5%, administration, press and information, commercial department 11%. Practically all of this is salaries and wages. Wirelines account for 14.3% of total.

BRAND NAMES

Re-elects Woods Director

MARK WOODS, ABC president, was re-elected director of the Brand Names Foundation at last Tuesday's Brand Names Day—1949, held at the Waldorf-Astoria, New York. Mr. Woods also was elected to the organization's executive committee at the group's annual meeting, which opened the day's activities.

At a luncheon, held in the hotel's grand ballroom, Bert Parks, ABC quizmaster of *Stop the Music* and *Break the Bank* fame, conducted a "Brand Names Quiz." The Quiz, and an address by John Foster Dulles, U. S. delegate to the United Nations General Assembly, were broadcast by NBC and WQXR New York, and telecast by the DuMont television network.

NBC ADDS TWO

In Program Department

TWO executive additions to the NBC program department were announced last week by Thomas C. McCray, the network's national program director.

Leslie Harris, former head of radio operations for Benton & Bowles, New York, was named assistant national program director. Mitchell Benson, formerly radio director and supervisor for Gale Inc. and William Morris Agency, was appointed administrative assistant to Mr. McCray and coordinator of new programs.

Mr. Harris entered radio as a part time announcer at WDBO Orlando, Fla. After joining CBS he handled Wendell Wilkie's southern campaign in 1940 and covered Gov. Dewey at the 1944 Chicago convention. He also served as announcer for the late Pres. Roosevelt.

At Benton & Bowles, Mr. Harris directed and produced such shows as *The Prudential Family Hour*, *Glamor Manor*, *Portia Faces Life* and others.

Mr. Benson's radio history, which was preceded by long years in motion pictures and theatre production, started with WOR New York, where he was commercial program director. Later he assumed the program directorship of WHN New York, now WMGM. From there, Mr. Benson held successive administrative posts in the radio and television departments of Foote, Cone & Belding and Mathes & Co., both New York agencies.

Jones Visits Truman

FCC COMR. Robert F. Jones paid a courtesy call on President Truman last Wednesday. The visit was occasioned by the President's fourth anniversary in office. It was indicated that no FCC business was discussed. Comr. Jones was accompanied on his call on the President by Rep. Michael J. Kirwan (D-Ohio).

SPRINGFIELD IS 185 MILES FROM CHICAGO

IF YOU DEPEND on a New York station to blanket Baltimore, perhaps you can convince yourself that a Chicago schedule will cover Illinois' Capital City.

EVERY LISTENER survey shows the contrary. WTAX invites you to check up. Also please note WTAX's dominant position in this $300,000,000 retail market. Sangamon County alone rolled up $150,000,000 retail sales in 1948.

WTAX and WTAX-FM

CBS in Springfield, Illinois

DECLINES UAPRE

U. of Wis. Rejects Plan

U. OF WISCONSIN has declined an invitation of the University Assn. for Professional Radio Educators to become a charter member of the organization [BROADCASTING, March 28], according to an announcement by H. L. Ewbank, chairman of the university's radio committee. In a letter to Prof. Tom D. Rishworth of the U. of Texas and secretary of the association, the Wisconsin radio committee stated its reasons for its decision.

Among the reasons cited, the committee stated: "We are not convinced of the necessity, or value, at this time of an accrediting agency with power to grant certification to one institution and withhold it from another. Broadcasting involves many skills. . . . An individual graduating from a non-accredited school may have better qualifications for a given position than one from a member institution. We do not believe that any group has the evidence to support any set of definite requirements for positions in the industry.

KGHF UPS POWER

Now 5 kw Day, 1 kw Night

KGHF, ABC outlet on 1350 kc at Pueblo, Col., has announced that it has increased its power to 5 kw day and 1 kw night. Station formerly operated with 1 kw day and 500 w night.

KGHF has placed in operation a new Gates transmitter plus new phasing equipment and antenna system. Nighttime directional pattern involves a two-tower array. The towers are 200-ft. Winchargers. A new brick building houses the new equipment.

The station, which started in February 1928 with 250 w, also has modernized its studios and purchased a new console and new transcription cutting facilities. KGHF licensee is the Colorado Broadcasting Co. Gifford Phillips, of Denver, is president.

GREENBERG NAMED

Heads Broadcasters Guild

PROMOTION of Robert Greenberg, promotion manager of Broadcasters Guild, Hollywood, to post of general manager has been announced by James Parks, Hollywood vice president.

Mr. Greenberg will coordinate the Hollywood office functions, direct new program activities and will be in direct charge of sales. He will be assisted by Daniel E. Anderson, station relations director, recently appointed as part of the Guild's expansion. Mr. Parks, following the NAB sessions last week, left on month's tour of member and non-member stations in East and Midwest.

WRNY and WRNY-FM Rochester, N. Y., enter into three-year contract to broadcast Rochester Red Wing baseball games, with Genesee Brewing Co., Rochester, as sponsor. L to r: Mike Carpenter, Red Wing business manager; George Kelly, WRNY WRNY-FM president; Robert Wehle, Genesee treasurer, and Add Penfield, stations' sports director and play-by-play broadcaster. Day games will be carried on both AM and FM, games after sunset on FM. All home games, all road games prior to Red Wings' home opener May 4 and all games played by the Wings in Buffalo and Syracuse will be broadcast live. Other road games will be recreated from Western Union ticker service.

TORNADO FUND

KTMC Raises $3,605.35

RELIEF fund sponsored by KTMC McAlester, Okla., for victims of a tornado which struck Pittsburg County late last month, far exceeded the expectations of the station. When the drive was started, the station hoped to raise $100, J. Stanley O'Neill, owner and general manager, reported. In less than a week the fund amounted to $3,605.35.

KTMC aired its first report of the tornado at sign-on the morning of the disaster and asked for clothing, bedding, trucks and man power. The response was so overwhelming, Mr. O'Neill said, it was necessary to announce at noon that no more trucks were needed. Tape-recorded interviews made at the scene of the disaster were aired on a 30-minute program in the afternoon and listeners were urged to call in contributions. Mr. O'Neill reported that by the end of the show it was necessary to recall employes who had gone home to assist in the tabulation of calls.

A committee of local citizens was appointed by the station to distribute the funds for immediate needs. Cooperation from all local organzations was wholehearted, Mr. O'Neill said. He emphasized the aid given by the local newspaper, heretofore said to be an ardent rival of the station. The paper contributed to the fund and carried several front-page stories promoting the drive.

FCC MONITORING

Coy Asks Amendment Of Act

PROBLEMS relating to maintenance of FCC's radio monitoring activities "can best be met" through amendment of the Communications Act to provide more specific legislation, FCC Chairman Wayne Coy has informed Congress.

Mr. Coy's recommendations were contained in a letter to House Speaker Sam Rayburn (D-Tex.) proposing an amendment to Sec. 4 (g) of the Communications Act. Proposed changes would include provisions on land for use as sites for monitoring stations, related facilities, station construction, and for equipping and repairing of stations, as well as laboratories. Amendment is similar to that proposed by FCC last June during the 80th Congress.

Inspiration behind the changes appeared to be the Bureau of Budget's opinion, which Mr. Coy quoted, that "a more specific legislative basis than that in the Communications Act is required before funds may be requested by the Commission for purchase of land or construction of public buildings."

Mr. Coy's letter (dated April 5) and suggested amendment were referred to the House Interstate & Foreign Commerce Committee April 7.

Mr. Coy stressed that such an amendment would not have the effect of permitting land purchases for construction without Congressional approval, and that appropriations would still have to be justified.

It "would merely make it unnecessary for Congress and the Commission to cover the same ground twice. . . . The requirement of twice submitting a propsed purchase of land or construction would appear to impose an unnecessary burden on the Congress and would result in extended indefinite delay in any expansion, however urgent, of monitoring activities."

The amendment would authorize purchase of land for monitoring stations or related activities only and not construction of any new major facilities for technical research activities, the FCC chairman noted.

The Commission feels that present language of Sec. 4 (g) and (i) of the Communications Act "would seem to provide adequate basis for a request for funds with which to acquire additional land or construct additional buildings, provided appropriations for such purposes are made by law."

Present Authorization

Chairman Coy pointed out that the section now authorizes FCC to perform any and all acts . . . not inconsistent with this Act . . ." and "to make necessary expenditures . . . as may be necessary for the execution of the functions vested in the Commission and as from time to time may be appropriated for by Congress."

As amended, Sec. 4 (g) would read:

> The Commission may make such expenditures (including expenditures for rent and personal services at the seat of the government and elsewhere), for office supplies, law books, periodicals and books of reference, for printing and binding, for land for use as sites for radio monitoring stations and related facilities, including living quarters where necessary in remote areas, for the construction of such stations and facilities, and for the improvement, furnishing, equipping and repairing of such stations and facilities and of laboratories and other related facilities (including construction of minor subsidiary buildings and structures not exceeding $25,000 in any one instance), used in connection with technical research activities, as may be necessary for the execution of the functions vested in the Commission and as from time to time may be appropriated for by Congress.

Language is intended to authorize the Commission to expend sums eventually authorized by Congress for necessary improvements in laboratory and related facilities, Mr. Coy stated, "even where such improvements may require construction of satellite or subsidiary structures or facilities not physically attached to the present laboratory buildings but required in order to carry out or implement the activities of existing (ones). . . ."

Any such construction would be limited, however, to $25,000 in any one instance, he added.

Lang-Worth's 6,000

LANG-WORTH PROGRAM Service lists over 6,000 individual selections instead of 600, as was incorrectly stated in a story on NAB exhibitors in the April 4 issue of BROADCASTING.

AD REQUIREMENTS *Three Briefs Filed With FCC*

CONFLICTING views are expressed in the three briefs filed to date on the FCC's detailed proposal to change its rules so that most broadcast applications would have to be advertised locally [BROADCASTING, Feb. 28].

Frank U. Fletcher, Washington radio attorney and co-owner of WARL Arlington, Va., told the Commission he felt "the adoption of the rules as proposed would go far toward expediting the consideration of broadcast applications by the Commission."

Opposite opinion was expressed by J. B. Fuqua, vice president and general manager of WGAC Augusta, Ga., who said he was "opposed to all of the proposed advertising procedures on the grounds that they are superfluous," would "only complicate the work of the Commission as well as . . . the applicants" and would "invite all types of interventions" and delaying procedures.

Mr. Fuqua, however, said the "Commission is to be commended for its proposal to eliminate the competitive bidding feature of the Avco rule." He felt that while the rule was made with good intention, "it has had a fair trial and the competitive bidding has proven of no value to the Commission, the buyer, the seller or the public."

Raytheon Mfg. Co., in a brief filed by F. D. Edes, its attorney, neither fully approved nor condemned the proposed changes. Raytheon instead suggested several modifications to ease certain restrictions and allow amendments in certain situations to more easily resolve conflicts.

The Commission announced its proposed changes in the rules on handling of applications about a month ago and set April 4 as deadline for the filing of comments by the industry. The date has since been extended to May 4 and briefs are expected from NAB, the Federal Communications Bar Assn., the major networks and perhaps Television Broadcasters Assn., among others.

Specifically, the proposed rules changes would require local advertising of most broadcast applications and would establish 90-day cut-off dates for mutually exclusive applications. The competitive bidding permitted by the Avco rule in station sales would be abolished, but the rule's advertising principle would be extended to other types of applications.

These would include commercial AM, FM and TV requests for new stations and renewals; changes in frequency, power, hours of operation or antenna pattern, and the moving of stations from one community to another, as well as to transfer cases. The purpose is to make sure listeners may have a chance to state their views on local radio applications. Advertising could be done by radio and newspaper or by newspaper in city involved.

Regarding the 90-day cut-off dates, Mr. Fletcher said the applicants for new or changed facilities should be required to file a supplemental engineering report, after the 90-day period, analyzing the interference problems which may have arisen during this period. Processing would be expedited, he indicated.

Raytheon indicated the provision for advertising only locally would be ineffective in view "of the range of broadcast stations and the interference problems involved between different stations in widely separated areas of the country." Instead it suggested the ads be carried in a national publication, "perhaps the *Federal Register*."

The firm said it believed the proposal to dismiss applications with prejudice if dropped any later than 30 days before a designated hearing date "may be unnecessarily restrictive in many situations." Raytheon suggested provision be included to allow dismissal without prejudice when good cause is shown.

Regarding the proposal to require a station to start anew with the advertising procedure when making a major amendment to its application, Raytheon said such an applicant would be unduly penalized and the requirement would discourage amendments. Raytheon also urged under certain circumstances that amendments be allowed even after proposed decisions have been reported if the changes sought would dissolve conflicts.

SPONSOR and sponsored get acquainted as Harry Clark (r), WCBS New York newscaster, greets Barney Rubin, president of Bond Stores Inc. Bond has signed for thrice-weekly sponsorship of Mr. Clark's daily news reports.

TWO MILLERS

James A. Introduces Record

NAB President Justin Miller was not the only member of his family to take a bow at the association's convention last week in Chicago. His brother, James A. Miller, well known inventor, was in the limelight, too. The eight-inch composite microgroove-standard records, exhibited and played daily by Lang-Worth Feature Programs in their Stevens Hotel suite, were developed by James Miller. Made of Vinylite compound, the new-type records play 7½ minutes on each side and cost about one-half as much as the standard 15-minute transcriptions, Mr. Miller said.

They can be mailed "first class" for 5 or 6 cents and, in storage, occupy only one-fifth the space of conventional transcriptions, according to Lang-Worth officials. Mr. Miller, who is president of Advertisers Recording Service Inc. and the Plastic Record Corp., also has developed an eight-inch, fine-line record capable of playing 15 minutes on each side.

IMMUNITY BILL

To Be Pushed by Ohio Group

OHIO ASSN. of Radio News Editors has appointed Ed Wallace, WTAM Cleveland news director, chairman of a special committee to help secure passage in Ohio's legislature of a bill extending newsmen's immunity privileges to radio. Assisting Mr. Wallace is Will Henderson of the State News Bureau.

Under a proposal now before the Ohio House Judiciary Committee, the immunity now extended newspapermen not only would be refused to radio newsmen but would be taken away from the press, according to Charles R. Day, WGAR Cleveland news director and OARNE president. The proposal was offered as an amendment by Rep. David M. Postlewaite (D-Columbus) at the first committee hearing on a radio privilege bill introduced by Rep. Robert Shaw, Columbus. Date for a second committee hearing has not been set.

SEVENTH in a series of television training courses will be conducted by RCA Engineering Products Dept. at RCA Victor, Camden, N. J., plant, May 9-13.

NEWS SOURCES

N. J. Radio Bill Beaten

FAILURE of Republicans in the New Jersey Senate to approve a bill giving radio newsmen protection of news sources drew the censure of the New Jersey Broadcasters Assn. April 11. The bill would have amended a law enacted by the legislature some time ago governing newspaper reporters only.

James Howe, association head and president and general manager of WCTC New Brunswick, N. J., characterized the action as "absolute discrimination" against NJBA's 17 members and said "the least the Republicans could have done would have been to allow the entire Senate to vote on the measure." The measure cleared the lower house 46-2 but was killed in the judiciary committee of the senate.

Describing the legislation to protect newsmen as "basically sound," Mr. Howe pointed out that, "of ten states which now have it on their statute books, five have already amended the measure to include radio, television and facsimile personnel. . . . Safeguarding these information sources is as essential to radio as it is to the press."

Mr. Howe served notice NJBA plans to enlist aid of the New Jersey Press Assn. and will "keep hammering at the Senate Republicans to right the gross wrong . . ."

LIBEL and SLANDER
Invasion of Privacy
Plagiarism-Copyright-Piracy
INSURANCE
For the wise Broadcaster
OUR UNIQUE EXCESS POLICY
provides adequate protection.
Surprisingly inexpensive
CARRIED NATIONWIDE
For details & quotations write
Employers Reinsurance Corporation
Insurance Exchange Bldg.,
Kansas City, Missouri

A 1½ BILLION DOLLAR MARKET
spread over two states
Take our BMB Audience Coverage Map, match it with the latest Sales Management "buying power" figures, and you'll see that KWFT reaches a billion and a half dollar market that spreads over two great states. A letter to us or our "reps" will bring you all the facts, as well as current availabilities. Write today.
KWFT
THE TEXAS-OKLAHOMA STATION
Wichita Falls-5,000 Watts-620 KC-CBS
Represented by Paul H. Raymer Co., and KWFT, 801 Tower Petroleum Bldg., Dallas

Calendar

(Continued from page 32)

Anthony Wayne Radio Co. Inc. (WGL), Fort Wayne, Ind., (9238-39), AL, May 16, Field.
Associates Bcstg. Corp., New Bedford, Mass., (9220), 1720 kc, July 18.

B

Bakersfield Bcstg. Co. (KAFY), Bakersfield, Calif., (9232), 550 kc, May 24.
Bamberger Bcstg. Service Inc. (WOR), New York, (9275), 710 kc, June 22.
Baranof Enterprises Inc., Sitka, Alaska, (9259), 1400 kc, June 27, Field.
Beachview Bcstg. Corp., Norfolk, Va., (9200), 1350 kc, June 6.
Bluff City Bcstg. Co. (WDIA), Memphis, Tenn., (8879), 1240 kc, June 16.
Bohn, John A., Martinez, Calif., (8961), 1330 kc, June 20.
Bowden, Haygood S. (WACA), Camden, S. C., (9247-48), L-AP, June 13, Field.
Bowling Green State U., Bowling Green, Ohio, (9256), 730 kc, May 18
Bruce Johnson Co., Anderson, S. C., (9180), 1490 kc, June 7, Field.

C

Camden Bcstg. Corp. (WACA), Camden, S. C., (9248), AP, June 13, Field.
Cavalier Bcstg. Corp. (WCAV), Norfolk, Va., (9199), 1350 kc, June 6.
Central Bcstg. Inc. (KIND), Independence, Kan., (9272), 1450 kc, June 27.
Chanute Bcstg. Co., Chanute, Kan., (8909), 1460 kc, June 27.
Charles River Bcstg. Co. (WCRB), Waltham, Mass., (9185), 1330 kc, June 27.
Coston-Tompkins Bcstg. Co., Ironton, Ohio, (9230), 1230 kc, July 6.
Cushing Bcstg. Co., Cushing, Okla., (9102), 1600 kc, June 6.
Custer County Bcstg. Co., Broken Bow, Neb., (9252), 1400 kc, July 21.

D

Delta Bcstrs. Inc., Thibodaux, La., (8602), 800 kc, June 20.
Drace, Wilham M., Greer, S. C., (9271), 1490 kc, June 9, Field.

E

Easely Broadcast Co., Easley, S. C., (9270), 1490 kc, June 8, Field.
The Everett Bcstg. Co. Inc. (KRKO), Everett, Wash., (8398), 1380 kc, June 9.

F

Farnsworth Television and Radio Corp. (WGL), Fort Wayne, Ind., (9238-39), AL, May 16, Field.
The Fort Industry Co. (WLOK), Lima, Ohio, (9224), 1240 kc, July 11.

G

Glens Falls Publicity Corp. (WGLN), Glens Falls, N. Y., (8404), 1280 kc, July 11.

H

Harbenito Bcstg. Co. (KGBS), Harlingen, Tex., (8836), 850 kc, May 16.
Haymond, Carl E. (KIT), Yakima, Wash., (9171), 1280 kc, June 17.
Highlands Bcstg. Co., Sebring, Fla., (9070), 1340 kc, June 2.

J

Jackson Assoc. Inc., Attleboro, Mass. (9184), 1320 kc, June 27.

K

Kankakee Daily Journal Co. (WKAN), Kankakee, Ill., (9195), 610 kc, June 13.
Killiam, James L., Fort Payne, Ala., (9177), 1290 kc, June 27.

L

Lake Bcstg. Co. Inc., Gary, Ind., (7185), 1270 kc, June 2.
Lake County Bcstg. Corp., Chicago, (9245), FM, June 13, Field.
Lamar County Bcstg. Co., Paris, Tex., (9255), 1250 kc, June 20.
Lapides, Abe, Pontiac, Mich., (7942), 730 kc, May 18.
Lemoyne College, Memphis, Tenn., (9196), 1400 kc, June 29, Field.

M

Marquez, Dr. Francisco A., Aquadilla, P. R., (8138), 550 kc, June 10.
Massasoit Bcstg. Corp., Taunton, Mass., (9169), 1320 kc, June 27.
Midwest Bcstg. Co. (WMAW), Milwaukee, (9263-64), L—TC, May 18, Field.
The Mobile Press Register Inc. (WABB), Mobile, Ala., (9269), 1320 kc, July 18.
Morrisville Bcstg. Co. (WBUD), Morrisville, Pa., (9524), 1260 kc, July 11.
Mosley Bros., Picayune, Miss., (9268), 1320 kc, July 18.

N

National Bcstg. Co. (KOA), Denver, Col., (9267), 850 kc, June 9.
New Bedford Bcstg. Corp., New Bedford, Mass., (9221), 1270 kc, July 18.
News-Sentinel Bcstg. Co. Inc. (WGL), Fort Wayne, Ind., (9238-39), AL, May 16, Field.

O

O'Connor, Richard, Saratoga Springs, N. Y., (9179), 1280 kc, July 11.
Overlook Hills Development Co., Steubenville, Ohio, (9182), 1430 kc, July 6.

P

Paltridge, J. G. (KGIL), San Fernando, Calif., (9251), TC, June 22, Field.
Pasadena Presbyterian Church (KPPC), Pasadena, Calif., (9135), 1240 kc, June
Patterson, S. H. (KJAY), Topeka, Kan., (8886), MP, May 23.
Payne County Broadcasters, Cushing Okla., (9103), 1600 kc, June 6.
Peninsula Bcstg. Corp., Pontiac, Mich., (9005), 1380 kc, May 25.
Piedmont Bcstg. Co., Greenville, S. C., (7924), 1490 kc, June 6, Field.
Pontiac Bcstg. Corp., Pontiac, Ill., (9060), 1430 kc, June 29.
Port Frere Bcstg. Co. Inc. (WTUX), Wilmington, Del., (9236), R, May 23, Field

R

Radio Corp. of Arizona Inc., Phoenix, Ariz., (9164), 1450 kc, June 13.
Radio Fitchburg Inc., Fitchburg, Mass., (9198), 1280 kc, June 13.
Radio St. Clair Inc., Marine City, Mich., (9145), 1590 kc, June 1.
Radio Station KTBS Inc. (KTBS), Shreveport, La., (9273), MP, July 21.
Radio Station KWBW (KWBW), Hutchinson, Kan., (9212), 1450 kc, July 21.
Rascoe, Mrs. Jane, Corpus Christi, Tex., (9186), 1580 kc, July 14.
Ridson Inc., Superior, Wis., (8301), 710 kc, June 22.
Ripley Bcstg. Co., Ripley, Tenn., (9197), 1400 kc, July 1, Field.
Roanoke Bcstg. Co., Roanoke, Ala., (9265), 930 kc, June 30.
Robstown Bcstg. Co., Robstown, Tex., (9266), 1480 kc, June 30.

S

San Fernando Valley Bcstg. Co. (KGIL), San Fernando, Calif., (9249), R, June 2 Field.
Silver City Crystal Co. (WMMV), Meriden, Conn., (8832), 1470 kc, May 18.
Smalley, Fayette J., Jr. (KGIL), San Fernando, Calif., (9250), TC, June 22, Field
Smith, Patrick G., Bishop, Calif., (8702), 550 kc, May 24.
Southland Bcstg. Co., Long Beach, Calif., (9117), 740 kc, May 23.
Spartanburg Radio Co., Spartanburg, S. C., (8135), 1220 kc, July 20.
Suburban Bcstg. Corp., New Rochelle, N. Y., (9123), 1460 kc, May 23.
Suffolk Bcstg. Corp., Patchogue, N. Y., (8921), 1370 kc, June 2.
Surety Bcstg. Co., Charlotte, N. C., (8459), 930 kc, May 25.
Susquehanna Bcstg. Co. (WSBA), York, Pa., (8606), 910 kc, June 8.

T

Tarheel Bcstg. System Inc. (WRRF), Washington, N. C., (9059), 930 kc, May 25.
Taunton Radio Corp., Taunton, Mass., (9183), 1320 kc, June 27.
The Times Herald Co. (WTTH), Port Huron, Mich., (9006), 1380 kc, May 25.

V

Valley Bcstg. Co. (KPMO), Pomona, Calif., (9205-06), R—AL, June 27, Field.

W

Wachusette Bcstg. Co., Fitchburg, Mass., (9172), 1280 kc, June 13.
Wagner, William J., Sitka, Alaska, (9258), 1400 kc, June 27, Field.
Weirton Bcstg. Co., Weirton, W. Va., (9181), 1430 kc, July 6.
West, Glenn, Portland, Ind., (9151), 1440 kc, July 14.
Western Mass. Bcstg. Co., Great Barrington, Mass., (9226), 1240 kc, July 18.
Wheeling Bcstg. Co., Wheeling, W. Va., (9147), 1600 kc, July 13.
Whittier Bcstg. Assoc., Whittier, Calif., (8720), 1360 kc, May 25.
Whittier Bcstg. Co., Whittier, Calif., (8721), 1360 kc, May 25.
WOAX Inc. (WTNJ), Trenton, N. J., (9253), 1260 kc, July 11.
Wooster Republican Printing Co. (WWST), Wooster, Ohio, (9173), 960 kc, May

L. L. ALTMANN (seated), Washington, Maryland & Annapolis Motor Li president, looks over $7,800 contract for Transit Radio-WBUZ (FM) Brad bury Heights, Md., broadcasts. Grouped around him are his secretary, Berni Belcher (seated, l); William G. Kegel, WBUZ commercial manager, and Sher Bennett, secretary to the WM&A traffic manager.

NAM REQUEST

Investigation of FTC Asked

NATIONAL Assn. of Manufacturers April 4 requested that Congress conduct an immediate and thorough investigation of Federal Trade Commission "to correct abuses of power and inefficiencies" disclosed by the Hoover Commission task force. The statement was filed by Raymond Smethurst, NAM counsel, with a subcommittee of the Senate Judiciary Committee.

Mr. Smethurst called for rejuvenation of the commission, "with a focusing of its functions and program, and a reorganizing of its operations and procedures in order to achieve the objectives for which it was originally established by Congress." Findings of the task force indicate, the statement said, that the commission "has been proceeding in disregard of statutory requirements."

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Barron

YOU'RE SO UNDERSTANDING

On Records: Blue Barron — MGM 10369; Larry Green-Ray Dorey — Vic. 20-3405; Jerry Wayne-Dell Trio—Col. 38437; Russ Carlyle—Dec.; Jay Pace—Keystone 1700.*

On Transcriptions: Blue Barron — Lang-Worth.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

WSTC and WSTC-FM
STAMFORD, CONN.
"The Gateway to New England"
A B C Affiliate
Representative J P McKINNEY & SON

NAB Battens Hatches

(Continued from page 23)

the way for expansion of this bureau in the future, perhaps with headquarters in New York and branches in two or three key business centers.

The bureau may even be divorced from direct NAB management control, as in the case of ANPA's Bureau of Advertising.

The action marks the first time in NAB history that a serious effort has been made to match the aggressive sales tactics of competing media. The approximate $225,000 fund available to BAB is hardly a fifth of ANPA's fund, but the board was said to have in mind a greatly expanded bureau.

A grant of $100,000 was authorized for BAB, to be produced by the board finance committee. Then there is the present $70,000 for NAB Broadcast Advertising Dept., which BAB supplants, plus another $50,000 from the general services fund for printing, travel and similar expenses. It was felt BAB will provide special services and material designed for particular types of clients which will bring in important revenue.

'Intermediate Step'

BAB is described as an "intermediate" step in the whole bureau conception. BMB constitutes a basic element in the project, and future industry measurements will be primary factors in the sales promotion activity.

Directing BAB will be Mr. Mitchell, present director of the Broadcast Advertising Dept. He will serve under a five-man policy group consisting of the chairman of the NAB Sales Managers Executive Committee and four board members representing all main industry facets. BAB will operate directly under NAB management, which will be guided by the five-man policy group to be known as the Broadcast Advertising Bureau Committee.

NAB will soon reconstitute all its executive committees, which might mean a change in chairmanship of the sales managers committee.

Large numbers of NAB delegates complained about an overdose of convention sameness last week, though relatively few of them swallowed the whole prescription. It was one speech after another, from 10:30 Sunday morning to Wednesday noon, including a night session and banquet. Some of the speeches were good—even wonderful—judging by the delegate reaction. Others weren't so popular or informative, and the delegates said so.

Corridor and room groups were grousing about the cost of their big trade association. There were those who claimed they saw big cracks opening in NAB's structure, apertures that portended a young industry earthquake. There were others less alarmed who saw a desperate need for a new type of operation.

AT UNAFFILIATED meeting at NAB convention in Chicago were (l to r) Ann Rolfes, WNOP Newport, Ky.; Bob Carroll, WPGH Pittsburgh; Lee Hart, NAB; O. R. Bellamy, WPGH; James G. Lang, WNOP.

The board members themselves, and NAB's top executives, were aware of what was happening. But until they sat around the long table in the Stevens dining room, they didn't know how well prepared they were to mend a fissure that might have developed into a major association and industry crisis.

Opening its post-convention meeting Wednesday, the board heard the arguments of a quickly mustered rank and file committee. This group had agitated on the convention floor to have 40% of association's funds earmarked for sales promotion.

A five-man committee representative of NAB's Sales Manager and Small Market Station Committees presented committee ideas on the need for sales expansion. Members were Frank E. Pellegrin, KSTL St. Louis and Transit Radio, William B. Maillefort, WVET Rochester, N. Y., Simon Goldman, WJTN Jamestown, N. Y., Hugh Higgins, WMOA Marietta, Ohio, Odin S. Ramsland, KDAL Duluth. Each is part owner of one or more stations and most are general managers.

Urge Sales Activity

The two executive committees have tried for years to get the sales activity they feel NAB should provide, the board was told.

Mr. Mitchell presented three distinct plans to the board. They included the separate Broadcast Advertising Bureau idea with a separate budget and outside direct NAB control—a 40% or $300,000 annual fund for sales—$100,000 from NAB surplus to enlarge the department and get the expansion plan going.

The plan finally adopted included elements from all the proposals.

In acting on the BAB project Wednesday, the board had to solve the problem without knowing what it would do about the interlocking NAB reorganization plan. The bureau project was so important, directors felt, that it had to be worked out before the overall reorganization could be tackled.

Motion to adopt resolution creating BAB was made by Howard Lane, WJJD Chicago, director-at-large for large stations, and seconded by G. Richard Shafto, WIS Columbia, S. C., director-at-large for medium stations, who has been active in the work of reconstituting BMB.

During Mr. Mitchell's appearance before the board, Mr. Shafto had asked him if BAB would be crippled without BMB. Mr. Mitchell quickly said, "yes." "Do you think BMB or a uniform audience measurement project is essential to BAB?" Mr. Shafto asked. Mr. Mitchell replied, "emphatically and unqualifiedly yes"

Mr. Mitchell emerges from the convention as a key man in the coming media battle. As a practical sales executive, he draws on a background that includes the CBS sales staff, general managership of WTOP Washington and extensive newspaper advertising experience. Many of the board members have heard the now famous "Mitch's Pitch," a sales talk he has delivered in two score cities in the relative few months he has been at NAB.

The board's two-day session included a report on the serious international situation by Forney Rankin, international adviser to President Miller. The board called for full industry participation in the next NARBA, to be held in Canada, and demanded maintenance of U. S. technical standards.

Ralph Hardy, KSL Salt Lake City, chairman of the association's Educational Standards Committee, reported on progress of the committee's work.

All board members attended the post-convention meeting but Everett L. Dillard, WASH Washington. Harold E. Fellows, WEEI Boston, was forced to leave early due to a death in the family. Harry Banister, WWJ Detroit, and Hugh B. Terry, KLZ Denver, left early for business reasons.

New members who sat for the first time were Allen M. Woodall, WDAK Columbus, Ga., District 5; Glenn Shaw, KLX Oakland, Calif., District 15; James D. Shouse, WLW Cincinnati, large stations; Kenyon Brown, KWFT Wichita Falls, Tex., medium stations; Merrill Lindsay, WSOY Decatur, small stations; Frank U. Fletcher, WARL-FM Arlington, Va., FM (A) stations.

WALLERSTEIN

Resumes His Former Title

EDWARD WALLERSTEIN, chairman of the board of Columbia Records, is resuming the title of president to fill the vacancy caused by the resignation of Frank White, who will become president of Mutual [BROADCASTING, April 11].

There was considerable speculation in trade circles as to whether Mr. Wallerstein would continue permanently to hold both jobs. In view of the record war between Columbia and RCA, it is considered likely that a new Columbia president will be appointed so that there will be one top officer to run strategy of battle and another to administer company affairs.

FCC Land Bill

FCC would be permitted to make expenditures for land for radio monitoring stations and other purposes, under provisions of a bill introduced last Thursday by Rep. George Sadowski (D-Mich.). The measure (HR 4251) would amend Sec. 4 (g) of the Communications Act of 1934 in line with the Commission's request. Legislation followed on the heels of FCC Chairman Coy's letter to House Speaker Rayburn setting forth FCC's recommendation (see separate story).

WINZ

It's No Bull!

. . . when we say there's enough cows in Crawford County to make it THE leading dairy producing county in Pennsylvania. And Mr. Advertiser, now's the time to get your share of the CREAM! ($22,000,000 in retail sales in Meadville alone.) And too, don't forget for one minute: We not only broadcast your shows . . . we promote them.

WMGW

Studios & Offices—First Nat'l Bank Bldg.
Meadville, Pa.

LABOR PROBLEMS were taken up at Chicago meeting of NAB Employe-Employer Relations Committee (l to r): Lee L. Whiting, KEYD Minneapolis; Chet Thomas, KXOK St. Louis; Thad Holt, WAPI Birmingham; E. K. Hartenbower, KCMO Kansas City; David J. Farber, NAB; Leslie C. Johnson, WHBF Rock Island, Ill., chairman; Richard P. Doherty, NAB; Calvin J. Smith, KFAC Los Angeles, and Henry P. Johnston, WSGN Birmingham, board liaison members; Elliott Stewart, WIBX Utica, N. Y.; O. L. Taylor, KGNC Amarillo.

dicted this is the last call for help. If subscribers respond by signing waivers, success of Study No. 2 is assured, he said.

On behalf of BMB it was stated that the project will mark a major step forward in showing the industry's coverage of the national audience and that it will meet demands of advertising and agency groups who insist on having industrywide figures to guide them in buying radio time. Against BMB was the argument that it has been mismanaged and that NAB should not bail it out once more when only a minority of NAB membership subscribes to the study.

BMB's supporters entered the NAB board room at Chicago last Thursday armed with 100 waivers out of 540 paying subscribers. Most of these had been obtained at the Tuesday afternoon business meeting. Because that meeting fell apart after BMB discussion ended, only a small portion of members had a chance to sign waivers on the spot. Others chose to take them back home. NBC offered to sign, and CBS said it was willing if most of the subscribers signed. ABC officials were not available at the time.

The debate Tuesday afternoon was not extended. The vote of confidence in BMB drew only a few scattered objections.

The whole problem had been discussed at the meeting of the old board held the previous Saturday. Some members felt that any further demand for money to rescue BMB would bring wholesale resignations. One suggestion was made that action should be taken against former BMB officials. The board finally decided to approve the waiver idea, though the idea was advanced that agencies and advertisers should help underwrite final costs or help provide credit.

Some $3 million has been spent on BMB to date by broadcasters, it was declared. The board then left the matter for convention action.

Dr. Baker opened Tuesday afternoon by recalling the interest shown in the 1946 data. Criticism was sifted and led to a greatly improved format for the No. 2 study now under way, he said. Main objection centered in the number of times per week basis of the first study, an objection that was removed by breaking the study into three groups—number of times heard one or two days a week; three to five days a week; six or seven days a week. These figures provide total number of times listened per week. Dr. Baker showed how the sharper formula works out in tests conducted in 28 cities.

Takes Inventory

When he took over BMB last March 21, he recalled, he took inventory and decided BMB was in trouble—that it had been planned on a 1,000 station basis but really had a 540-station segment paying fees.

Worst crisis was the presence in contracts of a 90-day cancellation clause based on an original five-year concept, with fear that a large number of stations might decide to exercise the privilege and leave the organization in the hole. Income was found to loom $200,000 less than anticipated. Dr. Baker went to the board which decided to put the problem up to the convention and ask members to waive the cancellation privilege. "We ask only that you refuse to withdraw," Dr. Baker explained, since banks and contractors want to see this evidence in writing.

Eugene J. Roth, KONO San Antonio, asked when the work would be done. Dr. Baker said 300,000 ballots were expected but it would take into the autumn, at a minimum, to tabulate them. Asked how many subscribers replied favorably to BMB's emergency demand last February for right to take about $100,000 tax reserve money out of escrow, he said 339 favored it unqualifiedly and 22 with qualifications.

Judge Miller said the Revenue Bureau had a $75,000 claim but the tabulating company had demanded 24-hour action and it was obtained.

The telegram was unfortunately worded, he conceded, and frightened many loyal subscribers. Mr. Rothe announced his station would yield its cancellation powers.

Dr. Baker listed two dozen stations that have signed the cancellation waiver. CBS is ready, he said, and NAB feels the same way.

Mr. Shafto said the NAB board, of which he is a member, wanted evidence of convention sentiment on BMB. "Do you wish the BMB study to be completed?" he asked, drawing a rousing yes and applause. Little opposition was noted.

At this point Clair McCollough, WGAL Lancaster, Pa., a board member and chairman of the NAB board finance committee, asked how many of the BMB members belong to NAB. Dr. Baker said about 60%. Mr. McCollough said that of nearly 2,000 NAB members, fewer than 300 belong to BMB. He did not consider the informal acclamation a mandate to the board, he said.

Jack Harris, KPRC Houston, said he had no assurance that if he paid for 14 months, the study would be completed. Dr. Baker said that when enough waivers are signed, the BMB executive committee will act promptly. BMB needs $218,000 to write off tax liability and complete the study, he said; adding that he had not counted in one cent of new business.

On the matter of nonsubscribers, he explained that subscribers may obtain the reports affecting nonsubscribers in their own service areas. Judge Miller added that under the law the data must be available to nonsubscribers who will then pay what they should have paid in the first place.

Victor H. Diehm, WAZL Hazleton, Pa., asked about agency reaction. Dr. Baker said agencies liked the study and were vociferous in their demands for sharper data.

Henry Johnston, WSGN Birmingham, a board member, recalled his difficulty with BMB in the "Birmingham situation" but said he now supported BMB and will submit waivers on behalf of the two stations.

McCollough Objects

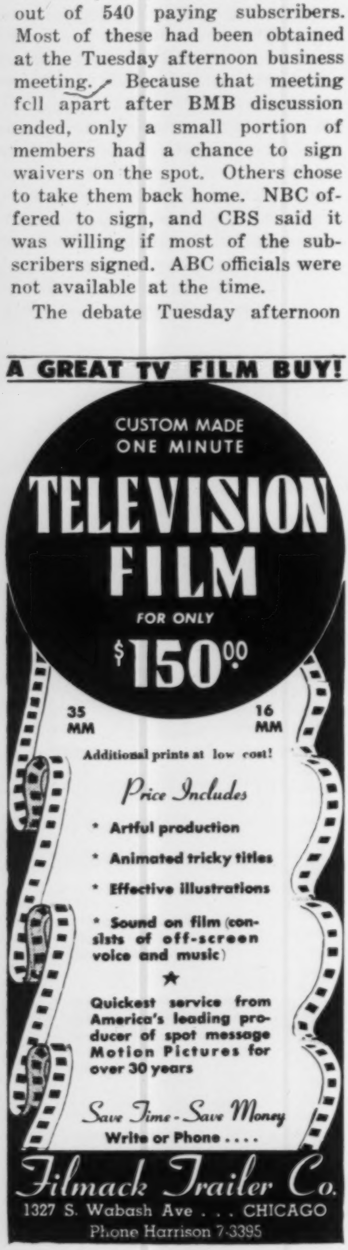
Mr. McCollough said he objected to BMB having support of only 10% of the NAB membership and felt NAB should not plunder its treasury on behalf of 10% of the membership. He said he would subscribe to a standard bureau which would be representative of the membership. John B. Hughes, KXXX Colby, Kan., was first on the floor to offer to sign the waiver agreement. Paul H. Goldman, KSYL Alexandria, La., asked what would happen to the money if the funds were oversubscribed. Judge Miller explained it is not NAB money and that it would be returned to subscribers. NAB, ANA and AAAA special BMB committees all feel the BMB concept must be continued, he said, with NAB to act when decision is reached on what form the project should take.

Frank J. Prendergast, WTMV E. St. Louis, asked if stations can come in later. Mr. Shafto said they could, but with some penalties. At this point the discussion adjourned.

Text of the waiver agreement follows:

AGREEMENT

For good and valuable consideration the undersigned mutually agree that the Station Subscription Contract, Network Subscription Contract, Regional Network Subscription Contract (strike inapplicable) between the undersigned for the Broadcast Measurement Bureau's Study No. 2 is hereby amended by cancelling and deleting Paragraph No. 5 thereof (which provides for the



A GREAT TV FILM BUY!

CUSTOM MADE ONE MINUTE
TELEVISION FILM
FOR ONLY
$150.00

35 MM
16 MM

Additional prints at low cost!

Price Includes
- Artful production
- Animated tricky titles
- Effective illustrations
- Sound on film (consists of off-screen voice and music)

★

Quickest service from America's leading producer of spot message Motion Pictures for over 30 years

Save Time - Save Money
Write or Phone ....

Filmack Trailer Co.
1327 S. Wabash Ave . . . CHICAGO
Phone Harrison 7-3395

RCA INSTITUTES, INC.
A Service of Radio Corporation of America

The oldest and recognized as one of the leading Radio Schools in America offers its specially trained Radio and Television technicians to the Broadcast Industry. (Our graduates have 1st Class Telephone License.)

We solicit your inquiry.
Address: Placement Manager
RCA INSTITUTES, INC.
350 West 4th St., New York 14, N. Y.

termination of said contract by either party on 90 days' notice) and that all of the other provisions of said contract shall remain in full force and effect, without any right of termination, to and including June 30, 1950, at which time said contract shall terminate.

This Agreement shall become binding only in the event that the Broadcast Measurement Bureau determines that a plan of financing adequate to guarantee the production of its Study No. 2 is assured and immediately thereafter accepts this Agreement.

The obligation, if any, incurred by the undersigned Subscriber by reason of the exchange of telegrams and/or correspondence between the undersigned regarding possible income tax liabilitiy of the Broadcast Measurement Bureau is hereby terminated.

Text of the research resolution adopted by the convention follows:

WHEREAS, on repeated occasions both the buyers and sellers of radio time have expressed a desire and a need for a uniform measurement of radio's coverage, penetration and effectiveness, and

WHEREAS the broadcasting industry itself has for many years fostered and encouraged the most intensive research and review of its potential and actual effectiveness, and

WHEREAS an important defect in some areas of research and measurement to date has been a lack of uniformity, which has fostered a divergence of interpretation, and

WHEREAS it seems apparent that the encouragement and the development of high and uniform standards in radio research and measurement is not only desirable but essential to the healthy development of the industry, and

WHEREAS the radio industry's sincerity in its motive is demonstrated by its financial backing of the Broadcast Measurement Bureau;

BE IT RESOLVED that the membership of the NAB, in convention assembled, firmly endorses the principle of uniform measurement in radio and urges the continuance and expansion of present and future efforts in the direction of attaining this end.

Radio Aid to ACS

THROUGH error, the value of time and talent contributed by radio and television to the American Cancer Society's 1949 drive was reported as $14,500,000 in BROADCASTING April 11. The $14,500,000 is the total goal set by the society for collections in its 1949 drive. No monetary estimate of the value of radio and television contributions has been set, although Walter King, ACS radio director, describes it as "impressive."

Winners in the BROADCASTING*-NAB golf tournament were Mr. Bryant (l) and Mr. Higgins.*

* * *

GOLF TOURNEY

Higgins Grosses 78; Bryant Nets 64

JOE HIGGINS, WTHI Terre Haute, won the 14th annual BROADCASTING-NAB golf tournament held at the Acacia Country Club in Chicago April 10. He scored a 78 for low gross honors.

Bruce Bryant of the Chicago Edward Petry office won low net with a 64, scoring an 85 gross with a 21 blind bogey handicap.

BROADCASTING awarded Mr. Higgins a silver loving cup. A 19th hole party was held by BROADCASTING for the golfers.

Some 44 radio golfers participated in the tournament with Mr. Higgins, a former Ohio and Indiana golf champion, showing the way with par on all but four holes. Second low gross honors were divided between Merrill Lindsay WSOY Decatur, Ill., and Lewis Smith, Smith Agency, Chicago, with 82's.

Following low net winner Bruce Bryant's 64 were Johnny Carey, WIND Chicago, Robert Burow, WDAN Danville, Ill., and Mr. Higgins with 66's. Mr. Carey scored a gross 90 with a 24 handicap, Mr. Burow shot 96 with a 30 handicap, while Mr. Higgins only received a 12 handicap to go with his 78.

Complete golf scores are listed in table below.

MEXICAN 1-As

Fulltime Requests Planned

SEVERAL daytime stations on Mexican 1-A clear channels plan to apply to FCC for special service authorizations for fulltime use.

This was disclosed last Tuesday at a meeting of the Daytime Petitioners Assn., held in connection with the NAB Convention in Chicago. Some 26 stations were represented and five new ones indicated they will join the DPA, bringing total membership to 38 stations.

The group reviewed progress of committees working on proposed changes in the North American Regional Broadcasting Agreement, and made plans to be represented when the conference to draw up a new NARBA gets under way in Canada in September.

DPA is composed of stations on six channels to which, under the "Gentlemen's Agreement" with Mexico, the U. S. is making no fulltime assignments. DPA contends the agreement has expired and is petitioning FCC to change its rules to permit fulltime use. A resolution supporting the petition was adopted at a meeting of unaffiliated stations at the NAB meet.

At least six daytimers already have asked for fulltime use of their channels. WPIK Alexandria, Va., whose President Howard B. Hayes is also president of DPA, was the first [BROADCASTING, Feb. 21]. WLIN Merrill, Wis.; WTIK Durham, N. C.; WPIT and WPGH Pittsburgh, and WKYW Louisville have filed similar requests.

Broadcasting — NAB Golf Scores

			Gross	H	Net
S. W. Pozgay	General Electric	Chicago	102	33	69
Merrill Lindsay	WSOY	Decatur	82	9	71
John Harrington	WBBM	Chicago	103	30	73
Harry F. Dieter	Foote, Cone & Belding	Chicago	114	35	79
R. L. Davis	Foote, Cone & Belding	Chicago	94	18	76
Ed Cerny	NBC	Chicago	126	35	91
Jim Wehrheim	NBC	Chicago	103	35	68
C. J. Lanphier	WFOX	Milwaukee	93	18	75
William Ware	KSWI	Council Bluffs, Iowa	86	15	71
Bob Harrington	WSVA	Harrisonburg, Va.	97	27	70
F. E. Fitzsimonds	KFYR	Bismarck, N. D.	108	35	73
L. Waters Milbourne	WCAO	Baltimore	92	24	68
Marshall Pengra	WATO	Oak Ridge, Tenn.	90	15	75
Lew Green	Green Assoc.	Chicago	85	18	67
Mac Schoenfeld	Green Assoc.	Chicago	93	18	75
Ken Carpenter	Green Assoc.	Chicago	91	21	70
Joe Higgins	WTHI	Terre Haute	78	12	66
S. Fantle Jr.	KELO	Sioux Falls, S. D.	94	24	70
John Carey	WIND	Chicago	90	24	66
H. L. Atlass Jr.	WIND	Chicago	104	35	69
C. T. (Swanee) Hagman	WLOL	Minneapolis	95	3	92
M. E. McMurray	C. E. Hooper	New York	104	27	67
Les Johnson	WHBF	Rock Island, Ill.	87	18	69
Junius Zolp	NBC	Chicago	98	24	74
Niel Murphy	NBC	Chicago	98	27	71
Hal Smith	NBC	Chicago	131	35	96
James L. Stirton	ABC	Chicago	97	21	76
George A. Bolas	Tatham-Laird Agency	Chicago	99	27	72
Gerald Vernon	ABC	Chicago	105	33	72
Fred Klein	Toni Co.	Chicago	108	35	73
Maury Long	Broadcasting	Washington	84	15	69
Bob McGorrin	Quaker Oats	Chicago	113	35	78
Norman Lindquist	Malcolm-Howard Agency	Chicago	146	35	111
Angus D. Pfaff	WNMP	Evanston, Ill.	91	18	73
Max M. Everett	Everett-McKinney Inc.	New York	83	6	77
Robert J. Burow	WDAN	Danville, Ill.	96	30	66
Bill Young	Capitol Transcriptions	Los Angeles	111	33	78
Carl Jewett	Everett-McKinney Inc.	Chicago	102	30	72

ROUND for the 14th annual Broadcasting golf tournament were, l to r:

At Deadline...

TWO NEW AM'S, WFCI MOVE, WLOE POWER BOOST GRANTED

FINAL DECISIONS reported by FCC Friday to grant applications of:

Agnes Jane Reeves Greer for new AM station at Dover, Ohio, 250 w fulltime on 1450 kc; engineering conditions.

Orange Empire Broadcasting Co. for new AM station at Redlands, Calif., 1 kw daytime on 990 kc; engineering conditions.

WFCI Pawtucket, R. I., to move main studios to Providence using same assignment, 5 kw fulltime on 1420 kc, directional. No change in transmitter site. Comr. Paul A. Walker dissented.

WLOE Leaksville, N. C., to boost power on 1490 kc fulltime from 100 w to 250 w.

Commission also adopted memorandum opinion and order to: (1) Deny motion of Mid-Island Radio Inc., applicant for 250 w day on 1580 kc at Patchogue, N. Y., which seeks dismissal of competitive bid of Patchogue Broadcasting Co. there on grounds it is identified with earlier dismissed applicant, Benlee Broadcasting Co.; (2) grant request of WQXR New York to participate in consolidated hearing on Mid-Island and Patchogue applications; and (3) designate Mid-Island and Patchogue for consolidated hearing with WQXR made party to proceeding.

All final decisions conformed to rulings in earlier proposed decisions. Agnes Jane Reeves Greer controls WAJR - AM - FM Morgantown, W. Va., WDNE Elkins, W. Va., and new FM outlet in Pittsburgh. Orange Empire is headed by Edward J. Roberts, president and 43% owner. He owns wholesale floor covering business in Redlands. Six others share remaining interest, including Howard R. Marsh, 12%, who during war was information adviser of Budget Bureau.

RESALE OF KLAC TO ATLASS SOUGHT IN FCC REQUEST

FORMAL request for resale of KLAC Los Angeles to Ralph Atlass for $405,000 filed Friday at FCC by Warner Bros. [BROADCASTING, March 21]. Deal contingent upon Commission's approval of Warner purchase of KLAC-AM-TV and KYA San Francisco from Dorothy Thackrey for lump $1,045,000 [BROADCASTING, June 28, 1948].

Warner, which would have to dispose of KLAC-AM because it owns KFWB there, petitioned FCC to place notice in *Federal Register* and advise Commission of firm agreement to prevent duopoly situation. Deal to be advertised in Los Angeles *Times* beginning today according to Avco procedure. FCC action on Warner purchase of Thackrey properties being held up pending completion of Commission's anti-trust studies.

BASCH FORMS AGENCY

CHARLES J. BASCH 3d forming Gibraltar Adv. Agency Inc. in New York. Mr. Basch is president; Leo Berman, vice president; Carol Skydell, secretary; Clarence Schmidt, treasurer. Offices will be located at 17 E. 45th St., New York. Telephone: Murray Hill 7-7896. Mr. Basch is son of Charles J. Basch Jr., of Basch Radio and Television Productions, also New York.

MARION HARPER, president of McCann-Erickson Inc., New York, will be feature speaker of special one-day meeting of Southern California AAAA meeting in Los Angeles May 19. Television and radio are due for attention.

FCC PROPOSES TO BAN NEW SHARE-TIME GRANTS

FCC proposing rules changes to preclude granting of additional share-time or specified-hours AM stations. Reasons, FCC said, are that such stations "are believed to be wasteful of spectrum space and particularly undesirable in view of the increasing crowding of the AM broadcast band." Existing share-timers not to be affected, FCC said. Comments invited by May 23. Jan. 1 there were 35 share-time and 16 specified-hours stations out of 2,127 AM total.

FCC meanwhile heard oral argument on its proposed decision to break up share-time arrangements between WHAT and WTEL Philadelphia. FCC proposes to give 250 w on 1340 kc, channel shared, to WHAT fulltime and give WTEL daytime assignment on 860 kc with 250 w [BROADCASTING, Dec. 27, 1948]. Ruling was based chiefly on program issues.

BID FOR WROL DISMISSED

BID of Knoxville *Journal* for $365,000 purchase of WROL-AM-FM Knoxville from S. E. Adcock dismissed by FCC at mutual request of parties. Rival Avco bid of Dempster-Johnson & Ward Broadcasters rendered ineffective. Principal in competitor is George R. Dempster, 50% owner WGAP Maryville, Tenn. The *Journal* earlier petitioned FCC to postpone action on its bid to allow Dempster group to negotiate agreement if possible and obviate hearing. FCC never ruled on petition.

QUINN, KASHEN TO R&R

DONALD QUINN, formerly with Lennen & Mitchell, appointed timebuyer of Ruthrauff & Ryan, New York. Walter Kashen, formerly with Gussow, Kahn & Co., New York, named R&R space buyer.

WOR BUYS TV STUDIO SITE

WOR NEW YORK has purchased Manhattan block bounded by 67th St., 68th St., Broadway and Columbus Ave. as site for future WOR-TV office and studio building. Construction date to be set soon.

SPEAK FOR RADIO AT ANPA

NILES TRAMMELL, NBC president, and William C. Gittinger, CBS sales vice president, will represent television and radio, respectively, at April 27 afternoon session of American Newspaper Publishers Assn. convention in New York. They will be among speakers at advertising session on theme, "Space and Time in the Buyer's Market." Convention is scheduled April 26-28 at Waldorf-Astoria.

KRAFT EYES DAYTIME RADIO

KRAFT CHEESE Co. may go into afternoon radio if it can find "right show," spokesman for Kraft agency, J. Walter Thompson, New York, said Friday. Six-year-old *Kraft Music Hall*, NBC Thurs., 9-9:30 p.m., leaving air after summer season, to be replaced for summer with program starring Nelson Eddy, Dorothy Kirsten and Robert Armbruster's orchestra. *Great Gildersleeve*, NBC Wed., 8:30-9 p.m., will advertise products previously promoted on *Music Hall* as well as those it now advertises.

ICTS RENEWS CHARGES

RENEWED demand made by International Catholic Truth Society for public hearing on renewal of Arde Bulova's WNEW New York in supplemental petition filed with FCC Friday. Request charged: "For more than a decade, Mr. Bulova and his business associates and attorneys have repeatedly misrepresented and concealed from the Commission the true facts pertaining to his acquisition and control of not one, but everyone of his six or more present and past radio stations." Bulova case, with his WNEW and WOV New York both on temporary licenses, currently being considered by Commission. Opponents of hearing claim charges are moot since stations involved are no longer owned by Bulova.

MANN-ELLIS APPOINTMENTS

JEROME DOBIN, copy chief and account executive of Mann-Ellis, New York, appointed agency's vice president. Marvin L. Grant, formerly with Wm. H. Weintraub agency, joined Mann-Ellis as account executive and radio-TV director. Wally I. Wallach appointed art director.

Closed Circuit

(Continued from page 4)

sult, bargaining talks will be stepped up to marathon proportions this week with sessions on three-a-day basis—morning, afternoon and evening.

AMERICAN Tobacco Co. (Lucky Strike cigarettes), through N. W. Ayer & Sons, dropping *Your Show Time*, NBC-TV Fridays, 9:30-10 p.m. New show being sought for use in time slot, which sponsor is retaining.

SURVEY of newspapers in 32 cities having TV revealed that radio columnists in past few months have devoted 70% of their space to TV and 30 to sound radio. Spot check was made by one of networks.

FULLTIME staff official at NAB to be assigned to interpret and provide information on NAB Standards of Practice. Routine code matters have been handled in NAB Program Dept., headed by Harold Fair.

WHILE MBS is not advertising terms of its presidential shift, it wasn't denied that outgoing President Edgar Kobak received full year's severance pay of $85,000 to be adjusted over 32-month period. Incoming President Frank K. White's contract reportedly is for three years at roughly same stripped figure.

STATE DEPT. will be asked by NAB to send high-level diplomat to call on President of Cuba in effort to secure Cuba's adherence to terms of expired NARBA Interim Agreement.

FCC COMR. George E. Sterling, resting at home from six-month tussle in Mexico City with Russians at High Frequency Broadcasting Conference (see story page 28), expected to coordinate technical matters in television reallocation when Chairman Wayne Coy goes to Paris in May for telecommunications meet.

THOSE predictions about lifting television freeze by mid-year may be slightly jarred with word that *ad hoc* committee of Nov. 30-Dec. 3 engineering conference on reallocation has refused to approve draft reports as proposed. Few days ago there was hope reports could be circulated this week but now new subcommittees must reconsider. Data on terrain, troposphere factors, etc., involved.

EXTRA

NEW
YORK
EDITION

WINS

MORNING MATINEE

EVERY DAY MONDAY thru SATURDAY 8:30 to 9:30 A.M.

NEW
YORK
EDITION

WINS TO STRESS LOCAL INTEREST

ART SCANLON

Next month Art Scanlon comes of age in radio when he celebrates 21 years on the air. It was back in 1928, the hey-day of radio when Art first appeared on a network broadcast with the late Graham Mac Namee and Phillips Carlin. He has played in title roles on such radio shows as "March of Time," and "Cavalcade of America."

Broadway and Hollywood have also been his beat, having appeared in "Young Sinners" and "Bright Honor." Joining WINS in 1944 Scanlon has quickly caught on with the listening public. His early morning show has become one of New York's popular programs. His knowledge of what New Yorkers like to hear and his presentation are ideally suited for the New York edition of Morning Matinee.

PATSY GARRETT

Patsy Garrett is currently starred with Jack Lacy on the WINS show, "Bushels of Fun." A fine comedienne, and talented vocalist, she is at her best with her new team mates Art Scanlon and Jo Halpin. When not good naturedly needling her associates, she keeps the audience in the aisles with laughter.

Patsy Garrett has been in radio for ten years. As part of the Fred Waring show she toured the country with him as the featured vocalist. More recently she emceed the "Broadway Matinee" with Jim Ameche on CBS.

Morning Matinee is tailored to the fast and funny Patsy Garrett.

New Trio of New York Personalities to Headline Show

Local interest has been the paramount consideration in streamlining "Morning Matinee" for the New York audience. WINS will feature Patsy Garrett, Art Scanlon and Jo Halpin in this highly important morning show aired daily from 8:30-9:30 A.M. over the Crosley outlet in New York. Basically, it will be a music, news and comedy format, in which Patsy and Art Scanlon will star. However, one segment will be reserved for the talents of Jo Halpin. She will report the news, fashions and activities for women and interview famous name guests. Informality and community interest will be stressed, particularly in the music and comedy segments.

JO HALPIN

Jo Halpin always has something to say and says it well. A former woman radio commentator in St. Louis, she is widely known for her accurate and straightforward reporting of the news. She has always been successful in selling her advertisers' products. Testimonials from happy advertisers are numerous and gratifying.

Jo Halpin was one of the few women in the radio division of the UN. Until just recently she had the job of gathering news, interviewing personalities, writing scripts as well as acting as announcer. During World War II Miss

Halpin went to Washington where s
was employed as a radio newswri
by the office of inter-American affa
which was later absorbed by the St
Department. At the end of the war
Halpin then became a feature wr
and broadcaster for the UN.

for availabilities .... contact

WINS
50KW NEW YORK

CROSLEY BROADCASTING CORPORATION